The Billboard

Give... Give enough!

E WORLD'S FOREMOST AMUSEMENT WEEKLY • 25 CENTS

DECEMBER 25, 1948

The years come and go, but Guy Lombardo, it seems, goes on forever. The band business's big Guy winds up 1948 as successful as the long string of years preceding it. He's back at the Hotel Roosevelt and will be there until March, with a minimum of five remote shots; has a Saturday night radio show, "Meet the Boss," for Kaiser-Frazer; a transcribed series for Frederick W. Ziv; a new tune with great promise in his publishing company, Lombardo Music ("Powder Your Face With Sunshine" written by brother Carmen), and with the disk ban lifted his Decca disks will undoubtedly ride back up to the top of the lists once again. And we haven't said a word about his boat racing exploits.

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Vol. 60. No. 52

The Billboard

The World's Foremost Amusement Weekly

December 25, 1948

TV SNAGS UNIONS' MERGER

Sarnoff - AFM Accord Bodes Quiet TV Pact

AM Renewal Indicative?

NEW YORK, Dec. 18.—Accord between Gen. David Sarnoff, chairman of the board of Radio Corporation of America (RCA), and James C. Petrillo, president of the American Federation of Musicians (AFM), is regarded as significant far and beyond the fact that the recording ban has now been lifted. It's been pointed out that the AFM prexy's high regard for Sarnoff, as expressed at RCA Victor's first post-ban recording session Tuesday (14), augurs a peaceful and rapid accord on the matter

(See Petrillo-Sarnoff on page 20)

D. C. Jim Crow Fight Renewed

WASHINGTON, Dec. 18.—A new move to carry the National Theater race-segregation case to the U. S. Supreme Court has developed here. James A. Cobb, counsel for E. B. Henderson, of Arlington, Va., last Saturday (11) submitted a petition to the Court of Appeals for the District of Columbia, requesting that the court consider jurisdiction in Henderson's suit against the National Theater. Henderson has been suing

(See D. C. JIM CROW on page 44)

TO ALL OUR FRIENDS, EVERYWHERE

A Merry Christmas

The Billboard

BILLBOARD BACKSTAGE

A PS (Petrillo and Sarnoff) to Ban's End; Other Assorted Items

By Joe Csida

Writing against a Saturday deadline, and encountering the standard amount of coy evasion on the part of some key sources, our music guys nevertheless came up with the story of the settlement of the record ban, complete and on the button. Tuesday (14) morning people were reading the story in *The Billboard* and Tuesday afternoon the deal was finalized. Music editor Paul Ackerman, associate Hal Webman, Jerry Wexler and Bill Simon, with an able assist from Washington Bureau chief Ben Atlas turned in the kind of team effort that gives a guy a real and rare bang.

Record company reactions to the settlement were, as expected, varied. We were having lunch Tuesday with Ack and music veteran Jack Robbins, and we ran into Decca Prexy Jack Kapp.

"Why aren't you in a studio, cut-

(See Billboard Backstage on page 21)

AGVA Claims Right To Rule Video Field

4A's Sitch Up in Air

NEW YORK, Dec. 18.—The merger plan of all talent unions hit a clinker last week when American Guild of Variety Artists (AGVA) toppers got approval from their national board to lay claim to supervisory rights to television.

The latest move is an offshoot of many previous meetings of the heads of AGVA with the American Federation of Radio Artists (AFRA), Actors' Equity and the Screen Actors' Guild (SAG). At a recent confab, just before a delegation left for the Coast, AGVA charged that the merger plan was unconstitutional because all the members to be affected by such a merger had not been consulted. AGVA flatly said that the merger plan was cooked up by AFRA and Equity, outside the framework of the Associated Actors and Artistes of

(See Tele Snags Merger on page 39)

Showbiz Will Air Views On Copyright

To Testify for Congress

By Ben Atlas

WASHINGTON, Dec. 18.—Capitol Hill sources revealed this week that leaders of all branches of the music and entertainment world will be invited to testify at copyright hearings certain to be staged by the 81st Congress (*The Billboard*, December 11).

Altho revision of the copyright act was seriously discussed on the eve of the second session of the last Congress (*The Billboard*, December 6, 1947), the current developments, as exclusively disclosed in the December 11 issue of *The Billboard*, are considered unusually significant, since the present exploratory studies for

(See Showbiz to Testify on page 20)

U. S. Mulls Showbiz Tax Repeal

New Congress May Abolish All 20% Bites

But Cities Might Step In

WASHINGTON, Dec. 18.—The first major post-war move by the federal government to withdraw from the showbiz excise field is under way with the disclosure by Secretary of the Treasury John W. Snyder this week that he will confer on the issue with his Treasury aids and other interested officials soon after the 81st Congress convenes. Snyder revealed that the Truman administration is interested in wiping out some, if not all, of the excise.

However, it was made clear that this taxing authority, if relinquished by the federal government, would be transferred to local governments, which have long been anxious to expand in the excise tax field in order

(See New Congress on page 34)

No-Dull-Moment Larry Back From Europe's Jolly Clinks

By Jim McHugh

NEW YORK, Dec. 18.—Larry (Never a Dull Moment) Sunbrock planed in here Wednesday (15) from Rome, as busted as he was when he arrived in Paris with his rodeo-thrill show troupe some four months ago, and blamed it all on the natives.

"I'm a pretty sharp operator myself," Larry opined (and about this there can be no question), "but the sharpies I dealt with in Europe rehashed me a dozen different ways, and I learned many a new angle which will come in handy when I go back next summer to reap the harvest that I know is there."

Larry made the jug twice during his short tour, once in Geneva and again in Naples. The Geneva fracas, which added up to a good old-fashioned hey rube, landed Larry and his 27 performers in the clink.

Seized by Police

"The police seized us, together with our luggage and all of our money, which added up to $55,000, at 4 a.m.," Larry complained in recalling that episode. "Without a trial they kept our money, called it a 'fine' and threw us out of the country."

Swiss newspapers at the time referred to Larry as "chief of the tribe." Wire copy describing the fray and appearing here was reminiscent of the

(See No-Dull-Moment on page 49)

Melchior Bloodies Berle's Beak, But Show Goes Thru

NEW YORK, Dec. 18.—Altho he suffered a severe injury to his nose midway during Tuesday's (14) *Texaco Star Theater* telecast, Milton Berle maintained the old show-must-go-on tradition, despite the fact that

(See Berle's Beezer on page 8)

Bob Hope Leading Troupe to Berlin Airlift Xmas Show

WASHINGTON, Dec. 18.—Bob Hope and Irving Berlin will lead a crew of over 30 radio, stage and screen entertainers who will perform during Christmas week in Germany for U. S. military and civilian personnel engaged in the Berlin air lift. The Army Air Forces announced today that the entertainers will leave

(See Hope Xmas Show on page 8)

This One

6QK2-COW-4UNF

$25 Minimum for Acts on TV

Philly AGVA Hits at 'Cake & Coffee' Jobs

No Ceiling, No Time Limit

PHILADELPHIA, Dec. 18.—In an effort to safeguard and stabilize the television field for the variety entertainer, Fred Nerritt, Philadelphia representative for the American Guild of Variety Artists (AGVA), has served notice on all video stations, talent and advertising agencies and all other buyers of talent for video that, effective immediately, there is a basic and minimum wage scale of $25 net for a performer participating in a television show.

While there has been very little cuffo telecasting at the three stations, many AGVA cardholders have been content with coffee-and-cake money for the opportunity to carry on before the video cameras. The basic minimum also applies to performers going on a video show for a personal interview rather than putting on their act. Moreover, the Nerritt notice advises that all such television fees must be paid directly to AGVA here, and the union, in turn, will turn over the wage fees to the performers. Also that the performer fees must be deposited with the actors' union before the actual telecast. Much as in the practice utilized a few years ago by the local musicians' union, paying the performer thru the union itself is designed to eliminate any kick-back practices.

No Time Sked

The minimum fee applies to both sustaining and commercial programs, includes rehearsals and does not set up any time schedule for the video show. Instead, the scale is based entirely on performances.

Philly stations and producing agencies said that the AGVA scale sets up no hardships, since the $25 per performance has been the "unwritten" wage scale for performers appearing on video shows here. The agreement was also voiced officially

($25 Min. for Tele Acts on page 14)

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Tax Planning . . . No. 1 in a Series:

All You Married People Get a Break This Year; Here's How

By Lewis C. Lebish
BS, LL, LLM, CPA

This is the first of a series of tax articles with particular emphasis, where practical, on show business phases of taxation. This piece deals with income splitting provisions of the Revenue Act of 1948 with respect to married couples for income, estate and gift tax purposes. This article covers only the most pertinent changes in the new tax law and is not intended as a complete review of the subject.

About Lebish

Lewis C. Lebish, as can be seen from the by-line, is not only a man of many initials (degrees to the college men), but has put in many years of practical tax and legal work for a widely varied group of show business and music business clients. In this series he has attempted to give show people all the essential facts about the new tax laws in a style somewhat removed from that normally employed in government tax instructions. Lebish suggested, as a matter of fact, that this series be called "Taxes Can Be Fun," but we wouldn't go for that. For obvious reasons.

PROBABLY any entertainer's biggest headache is "wot 'oppens" on March 15. Millions of lines have been written explaining the tax law. All most entertainers know is that suddenly Uncle Sam has become their partner and they are in a hole because they have already spent most of the money due on their return.

Prior to the new law, the greatest legal tax dodge in the world was for a married entertainer to suddenly discover the beautiful climate in California. Practically every entertainer who could moved out there, not so much to enjoy the beautiful skies, but to be in a position to legally save taxes. Before the 1948 federal income tax law was passed, married people who lived in any of the community property States had a terrific tax advantage over the poor married fellow who lived in a so-called common law State.

The guy who resided in a common law State was in the position where his income belonged to him exclusively, and his wife's income belonged to her exclusively for tax purposes. The fellow who resided in a community property State had the right to split his income into equal shares and then each would pay taxes on one-half. By doing this he avoided the higher surtaxes. Naturally there was a tremendous beef by the married people in the common law States. Why should they be penalized because they liked the climate in New York?

The result is that a new tax law has been passed giving married couples a break regardless of their State of residence. Now all married couples can treat their income as tho the husband earned one-half and the

(See TAX PLANNING on page 46)

Jackpot of 106G Is Pix Bait To Lure Tuners Out

NEW YORK, Dec. 18.—A new gimmick to hypo weekday attendance at nabe flicker houses will start rolling early in January. The idea, besides getting customers, is to get them away from their radios with give-aways that can be collected only at the theater.

The gimmick, which involves adding last lines to jingles, is the dream child of Attendance Builders, a Chicago outfit, insured for $1,700,000 by Lloyd's of London to guarantee payoffs. Headed by Phil Regan, the outfit will show nabes how to build business from Monday to Thursday. Each house coming in will get contest forms, advertising campaigns, etc.

Every customer present will get a blank to be sent to R. L. Polk, of Chicago, who will decide the winners. Two weeks after the blanks have been mailed to Chi, the house will announce the winners. The idea is that customers will have to come in twice: the first time to enter the contest; the second time to see if they've won. The national weekly jackpot will be $106,575, but local prizes will vary and will be smaller. All prizes will be in U. S. Government Bonds.

The org promoting the idea already has about 500 theaters signed in the Midwest and several on the West Coast. Regan is now dickering with Washington houses and plans to offer the gimmick to East Coast ops as soon as it picks up momentum in other areas.

An added lure for potential customers is that anybody who loses out on a radio giveaway because he was in the theater will get double the amount he would have won, up to a maximum of $10,000.

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BUTTONS AND BOWS
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BUTTONS AND BOWS, Dinah Shore, Columbia 38284
No. 1 Disk in the Nation's Juke Boxes
BUTTONS AND BOWS, Dinah Shore, Columbia 38284
No. 1 Most Played Juke Box Folk Record
BOUQUET OF ROSES, Eddy Arnold, the Tennessee Plowboy and His Guitar, Victor 20-2806
No. 1 Best Selling Retail Folk Record
A HEART FULL OF LOVE, Eddy Arnold, the Tennessee Plowboy and His Guitar, Victor 20-3174.
No. 1 Most Played Juke Box Race Record
CHICKEN SHACK BOOGIE, A Milburn, Aladdin 3014
No. 1 Best Selling Retail Race Record
BEWILDERED, A. Milburn, Aladdin 3018
No. 1 Sheet Music Seller in England
BUTTONS AND BOWS

Leading albums, classical disks, English and Canadian sheet sellers and full score on all music-disk popularity in Music Popularity Charts, pages 33 to 38 in Music Section.

IMC Divided on Life or Death of Clearing House

WASHINGTON, Dec. 18.—The Industry Music Committee (IMC) will meet early next month to determine its future course, it was disclosed this week, as the question cropped up in some quarters as to whether television might be next on James C. Petrillo's "crisis agenda." On the heels of Petrillo's lifting of his disk-making ban, IMC members are divided on the question whether the committee should continue as a permanent clearing house of information to serve the entire music industry, including radio, television, record manufacturing and transcription makers, or whether the IMC should take steps at its next meeting to disband.

Major factors being stressed by those who favor continuation and strengthening of IMC are the following: (1) Congress is virtually certain to modify, if not outrightly repeal the Taft-Hartley Act which bars featherbedding, quota systems, secondary boycotts and union welfare funds, issues which were controversial matters in Petrillo's disputes with the radio industry and record makers; (2) altho Petrillo's new contract with diskeries is binding for five years, his contracts with networks expire in

(See IMC DIVIDED on page 8)

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Roger S. Littleford Jr.
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Editors
Joseph G. Csida ....Editor in Chief
G. R. Schreiber ....Coin Machine Editor
William J. Sachs ....Executive News Editor

Managers and Divisions
W. D. Littleford, General Manager Eastern Division
1564 Broadway, New York 19, N. Y.
Phone: PLaza 7-2366

M. L. Reuter, General Manager Midwest Division
155 North Clark St., Chicago 1, Ill.
Phone: CEntral 6-8761

Sam Abbott, General Manager West Coast Division
6000 Sunset Blvd., Hollywood 28, Calif.
Phone: HOllywood 5831

F. B. Joerling, General Manager Southwest Division
390 Arcade Bldg., St. Louis 1, Mo.
Phone: CHestnut 0443

C. J. Letsche . . . . . . Advertising Director
K. Kemper . . Advertising Mgr., New York
M. L. Reuter . . . Advertising Mgr., Chicago
B. A. Bruns . . . . Circulation Manager
Main Advertising, Circulation & Printing Offices
2160 Patterson St., Cincinnati 22, Ohio
Phone: DUnbar 6450

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NBC'S Counter-CBS Philosophy

Ever Wonder About Sweet Caps? Ask Clarke, He Knows

MONTREAL, Dec. 18.—Band leader Buddy Clarke was inked Wednesday (15) to one of the top spots in Canadian radio; he will front a hand-picked 21-piece ork for the Sweet Caporal show, to be heard across the board on a national network of the Canadian Broadcasting Corporation (CBS), starting Sunday, January 9.

Sponsor is Sweet Caporal (SC), the top ciggie selling in Canada and the bankroller is the Imperial Tobacco Company, which makes the smokes. The program is skedded for the choice 7 to 7:30 p.m. slot. Since Jack Benny isn't heard in Canada thru Canadian outlets, the SC show is in position to garner the top listener rating.

The airer will have a variety format, with the Day Dreamers, a vocal quartet; Charles Bell, singer; Don Cameron, announcer, and Clarke contribbing chatter as well as fronting the ork.

No Cap Gains, Sez Godfrey; Mansfield Lams

NEW YORK, Dec. 18.—Arthur Godfrey, top star on the Columbia (CBS) network, yesterday flatly denied he had any intentions of rearranging his affairs so as to enable him to make a capital gains deal with the network. Godfrey said that he had explored the situation thoroly and that in his own case there was utterly no chance of such a deal.

Reports grew out of the fact that unlike his AM *Talent Scouts* show for Lipton's tea, which was sold as a CBS package, the TV simultaneous aircast of the *Scouts* show, was sold to Lipton's thru Arthur Godfrey Productions, Inc., which has been in existence some time. The same corporation handles the vaude units he built around the radio show and to make their bow next month. On the radio end, tho, both for his morning and evening shows, Godfrey is a CBS property on a salary basis.

Irving Mansfield, the network producer on *Talent Scouts*, this week resigned, with Jack Carney succeeding him. Mansfield built the Godfrey package and is being assigned to several new CBS shows, including the new Morey Amsterdam TV show and the same comic's soon-to-be-auditioned day strip for Philip Morris cigarettes.

RadioReps'OrgVotes In Headley as Prexy

NEW YORK, Dec. 18. — Frank Headley was elected the new president of the National Association of Radio Station Representatives at its second annual meeting this week. Others selected were Adam Young Jr., vice-president; Edward Spencer, secretary; Lewis Avery, treasurer, and H. Preston Peters, director, for a term of one year.

George Brett will represent the association on the National Association of Broadcasters' (NAB) standards of practices committee.

Martin - Lewis In 150G, 5 Year AM - Tele Deal

HOLLYWOOD, Dec. 18.—National Broadcasting Company's (NBC) all-out program development drive was officially launched this week-end, with the definite acquisition of the Dean Martin-Jerry Lewis comedy team as web's exclusive property. Altho the deal was outlined earlier this week in a letter of agreement between the web and Abby Greshler, manager of the Martin-Lewis combo, details were settled here Friday (17) following a series of confabs with Tom C. McCray, NBC national program manager.

Martin and Lewis were signed to a five-year radio deal, giving NBC first refusal rights for video as well. Comedy team is understood to be assured close to $150,000 yearly, plus added dividends based on commercial sale. Lads will be guaranteed a choice time slot, with the web required to spot the airer between 6:30 to 11 p.m. EST Sundays, or 8 to 11 p.m. EST on weekdays. NBC will retain complete production control, and show will remain frozen in time slot eventually selected. This is to insure both the web and comedy team that the show will be built thru regular listening habit without losing audience by frequent moves.

Web named Bob Redd to handle production of the show, with first audition platter tentatively set for Monday (20). Writing staff includes Chet Costello, William Demling, Dick McKnight, Ray Allen and Norman Sullivan, with Don Quinn retained as script consultant. Dick Stabile will be musical director. Show's permanent origination spot will be Hollywood, altho lads retain the right to take the airer on the road when working niteries.

Still up in the air is the all-important time slot the team will inherit. Under consideration is the 8:30 p.m. EST Sunday night time, which Fred Allen vacates when he moves up one half hour to the time currently held by Edgar Bergen. Also mentioned is Sunday evening 10:30 p.m. slot, which Horace Heidt leaves when he takes over Jack Benny's current time.

This week, Carnation company, thru Erwin Wasey Agency, put out feelers to move *Contented Hour* from its present Monday night slot to a new position in a revamped Sunday night musical line-up. Move is sparked by Carnation's desire to avoid further competition with Columbia Broadcasting Company's (CBS) *My Friend, Irma*, high Hooper comedy stanza currently airing opposite the Buddy Clark-Carnation musical. General Electric is also said to be willing to move the Fred Waring airer from Thursday to a new Sunday night position, provided NBC builds a solid block of Sunday night musical shows to support the move.

Should Carnation and/or General Electric move to Sunday evening, NBC may risk bucking the *Irma* Hooper with the Martin-Lewis package. . Otherwise, Martin-Lewis will probably take over the present Fred Allen slot, altho web would thus face stiff competition from American Broadcasting Company's (ABC) giveaway, *Stop the Music*. The alternative remains Horace Heidt's present slot.

NBC is set to kick off a big publicity campaign to exploit the Martin-Lewis team. Opening gun awaits only final decision as to the time slot boys will get.

Murderer Caught By Super Sleuths At KXOK & WMT

ST. LOUIS, Dec. 18.—Collaboration between two radio stations this week apparently enabled police to solve a brutal murder, with clues ranging from Cedar Rapids, Ia., to St. Louis. Shortly after the murder of a St. Louis engineer was discovered in Cedar Rapids last Wednesday (15), Bruce Barrington, news director of KXOK, St. Louis, began a regular telephonic check on progress with Jim Borman, news director of WMT, Cedar Rapids. Borman's telephone reports were aired transcribed on Harrington's 11:35 a.m. newscast. Harrington recently won first place for KXOK in *The Billboard's* first Annual Local Program Competition with his *Inside the Headlines* show.

The newscasters broke the case wide open Thursday, when Borman phoned Barrington the name of a suspect in St. Louis. Barrington and KXOK public relations chief, Harry Renfro, investigated and notified local police of their findings. Gendarmes of the two cities closed in on the suspect at 2 a.m. yesterday (17), with Barrington on hand for an exclusive, which he aired when the station opened at 5:30 a.m.

MBS Program Revamp Will Shift Heatter

NEW YORK, Dec. 18.—After almost 12 years in the same time spot over the Mutual Broadcasting System (MBS), Gabriel Heatter is slated to move into a new spot early next year. The switch is in line with the network's recently settled plan to revamp and expand its program schedule.

Heatter's new spot probably will be 7:30 p.m., with Mutual now working on time clearances with its affiliates. Shifting Heatter away from his long-time 9 p.m. spot, which he was given after clicking via his Hauptmann trial coverage, will enable MBS to program in block moods via half-hour shows. With Heatter's quarter-hour strip across the board at 9, this is now impossible.

Also involved in the change will be Bill Henry's five-minute news series for Johns-Manville, now aired at 9:55, with Henry likely to shift to 8:55, the time he occupied on CBS for the same account.

Heatter's 9 p.m. sponsors are Noczema, Serutan and Kreml.

Glickman Inks 2-Yr. WMGM Pact; 30G Per

NEW YORK, Dec. 18. — Marty Glickman this week signed a two-year pact to announce sports at WMGM until January 1, 1951, for a reported $30,000 per year. Among Glickman's duties will be broadcasting *Warm-up Time, Sports Extra, Today's Baseball* and *Today's Sports*. In the event he is not booked for football broadcasts, Glickman will be able to handle play-by-play for stations not heard in the local area or do tele stints.

However, he is being relieved of his duties as sports director of WMGM. The new head of sports will be selected later. Glickman's deal with WMGM spikes bids made to him by other New York indies.

Loss of Stars Is Just Dandy, SaysTrammell

Now Web "Can Be Creative"

NEW YORK, Dec. 18.—The departure of Jack Benny and the pending departure of other top shows from the National Broadcasting Company (NBC) are the healthiest development that has taken place in some time for that network, Niles Trammell, NBC president, declared this week. The network chief, speaking to NBC affiliates in a closed circuit talk, declared that for the first time in years, NBC now has the chance to prove its ability as a creative program force, hitherto precluded by its tight commercial schedule.

Trammell characterized the future as presenting one of the challenging interludes in NBC's existence, and said that the entire web is riproaring to go. NBC now has a crack at enlarging the scope of its program activities and introducing new ideas and talent to listeners.

Many New Ideas

NBC is now working on a great number of new program ideas, Trammell said; he indicated that the network would shoot the works in getting itself some new shows, irrespective of whether they originate within or without the NBC staff. It has also been learned that John Royal, NBC veepee, whose program activities have been curtailed lately, has been given considerable responsibility in this program development plan, and is working closely with Charles R. Denny, NBC's executive vice-president. Royal is rated one of the top showmen in the business.

It is quite apparent that the raids by the Columbia Broadcasting System (CBS) have galvanized the entire NBC organization, with a new feeling of drive quite evident thruout the company. The problems facing the web are complex; they call for immediate action combined with long-term planning. As a consequence, NBC is proceeding on the basis of both expediency and the more distant future. Thus, the network is plugging program holes on a short-term basis where necessary while driving to make its other plans jell.

Uncertainties

The uncertainties of the NBC program situation necessitates this policy. Actually, its Sunday night line-up, the primary concern, cannot be made firm until the summer or, more likely, the fall. As an example, NBC had virtually resigned itself to losing the Phil Harris-Alice Faye Rexall show in February, but reports this week were that Justin Dart, Rexall's

(See *Loss of Stars* on page 7)

WCNX, Middletown, In Connecticut Bow

HARTFORD, Conn., Dec. 18.—Latest standard airer to start operations in Connecticut is WCNX, Middletown, with 500 watts on 1150 kilocycles, daytime only, which debuted Sunday (12). Heads of the operation are Richard J. O'Brien and William J. O'Brien Jr.

William O'Brien resigned recently as Pittsburgh manager for the American Society of Composers, Authors and Publishers (ASCAP).

COLUMBUS PLANS A FACIAL

Advisors Eye Program With More Balance

Television in Spotlight

CHICAGO, Dec. 18.—A better balance in subject matter, with more of an industry overtone, is expected to mark the next annual Ohio State University Institute for Education by Radio in Columbus, O., May 5-8. Tentative decisions made at the first meeting of the institute's new advisory committee in Columbus Saturday (11), plans the elimination of many sessions and greater acceptance of opinions from industry leaders.

The new advisory committee includes representatives of the National Association of Broadcasters (NAB), National Association of Educational Broadcasters (NAEB), Association for Education by Radio (AER), Public service orgs such as the Red Cross and the American Medical Association, listener groups, Frequency Modulation Association (FMA), Television Broadcasters' Association (TBA) and listener councils.

Altho the NAB had only observers —Bob Richards and Ken Baker—on hand for the first meeting, it will have seven official representatives serving on the committee by the time it meets again (somewhere in the Midwest) late in January. These seven—representing seven basic types of NAB membership—plus industry reps from the TBA and FMA, are expected to direct the format of the institute along lines more acceptable to industry factors, and to take from it the predominant educational aura with which fault has been found in the past few years.

According to I. Keith Tyler, head of the institute, many sessions will be eliminated this year, while others will be shortened. This, he said, will, to some extent, correct past situations which found many sessions being held at the same time. He said this move also would result in elimination of duplication of subject matter in various sessions, another past fault. Tyler also said that this year's institute would give more attention to television, with one general session and a couple of other meetings devoted to video.

From others, who attended the advisory meeting Saturday, it was learned that, whereas in the past

(See Columbus Plans on page 11)

Alabama Okays Wine Plugs for Stations

MONTGOMERY, Ala., Dec. 18.—As the result of a request by the Alabama Broadcasters' Association (ABA), the State Alcoholic Beverage Control Board (ABC) this week voted unanimously to approve advertising of wines over Alabama-radio stations. The action upset a long-established policy set by previous ABC boards, who felt that wine advertising would be detrimental.

Representing the ABA was Howard Pill, who, with Montgomery attorney Tom Martin, presented the case before the ABC board. Pill pointed out that wine, like beer, is a beverage of moderation, and that radio stations could advertise beer. Because they could not do the same for wine, he said, they were being deprived a source of revenue. Both Martin and Pill stated that radio stations would continue to refuse whisky advertisements.

Merry Christmas

from the receptionist
and all your friends at

KLZ Denver

ABC, CBS Plot Woo of Jolson

NEW YORK, Dec. 18.—With Al Jolson announcing this week that his withdrawal from his National Broadcasting Company (NBC) Kraft show is due in good part because he wants to air future programs transcribed, a two-web pitch was expected to materialize this week. Both the American Broadcasting Company (ABC) and the Columbia Broadcasting System (CBS) are reported considering ways and means to woo Jolson onto their facilities.

ABC's effort will be based upon its considerable use of waxed shows, including Bing Crosby. CBS has long been weighing the end of its ban on transcribed shows, and is not only aiming at landing Jolson to its growing roster of names, but again is attempting to snare Crosby away from ABC by offering him the same deal he now has there.

Sugar Bowl Plans Tangle ABC Sked

NEW YORK, Dec. 18.—The American Broadcasting Company (ABC) this week resolved a schedule conflict on New Year's Day brought about by its special broadcast of the Sugar Bowl football game in the time ordinarily filled by the radio version of the Metropolitan Opera. The Met, aired under auspices of Texaco, waived its standard Saturday afternoon time, and ABC will tape record the entire performance—the first time this has been done with an opera—and rebroadcast it later that evening. The opera will air at 8 p.m. Eastern time and 7 p.m. in all other time zones.

The shift affects ABC's Saturday night commercial line-up, including Procter & Gamble's *Gangbusters*, which also airs co-op, General Electric's *What's My Name?* and Beich Candy's *Whiz Quiz*. ABC is now attempting to work out agreements with the sponsors whereby their contracts will be extended an additional week, but it is expected that some time may be canceled for the night.

Benny or No, CBS Packages Still Percolate; 11 Are Due

NEW YORK, Dec. 18.—The idea mill at Columbia Broadcasting System (CBS), which ground out new packages regularly for the web before CBS's current name star splurge, still is functioning, altho with less fanfare. The web's program department is readying 11 new house-built packages for early debut, and already negotiations are under way for one with a prospective bankroller.

The likeliest commercial prospect is a daytime five-a-week comedy strip featuring Morey Amsterdam, who already is top man on a CBS evening sustainer on Tuesday nights. Philip Morris Cigarettes this week was considering bankrolling the daytime show. The agency in the negotiations is Cecil & Presbrey, which handles Philip Morris's daytime billings.

Other shows being prepped by the web include two more comedy shows, two whodunits, a quiz and a show which thus far is not classified. The latter is tentatively titled *Broadway Is My Beat*, with Peter Lyon handling the scripting based on an idea by Lester Gottlieb of the CBS program department. The quiz show thus far is tagged *Earn Your Apples*.

The two comedy shows are comparatively high-budgeted shows, still without a name, scripted by Bobby Lee and Jerry Lawrence, who last turned out the legit musical, *Look, Ma, I'm Dancing*, and an Aaron Rubin show called *The Short Man*. The mysteries are the Dick Powell insurance operative show, *Johnny Dollar*, and a show idea originated by CBS program chief Hubbell Robinson called *The Snake*, with scripts to be turned out by Anthony Boucher and Dennis Green.

Other shows in the works involve Bert Wheeler and Pert Kelton; a new audience participation show being built by Walt Framer, called *Exchange for Happiness* and to be emseed by Tod Russell; a new soap opera being prepared by William Kendall Clark, CBS staff writer, and a new stanza with Martin Gable and his wife, Arlene Francis.

New CBS Changes Sets Sat. Night Sked

NEW YORK, Dec. 18.—The Columbia Broadcasting System (CBS) this week made further changes in its Saturday evening line-up (*The Billboard*, December 18) and is now set on all its shows, as of January 8, except for the 8:30 spot. The web is also dropping two sustainers, *Cabin B-13* and *Time's a Wastin'*.

The new sked starts with Morey Amsterdam, shifting from Tuesday night at 7 p.m., followed by Vaughn Monroe, Gene Autry, shifting from Sunday night, *Gang Busters* and the new Basil Rathbone series for Fatima cigarettes. *Sing It Again* will air at 10 p.m. for an hour.

To replace *Cabin B-13* at 10:30 Sunday night, CBS is shifting *It Pays To Be Ignorant*, now airing Saturdays. The network has also assigned *Mr. Ace and Jane* to the Tuesday evening 10:30 spot, starting February 1. *Aces'* Friday 8:30 time goes to *My Favorite Husband*, under sponsorship of General Foods, starting January 17.

Goodman Films AM Weather for Video

NEW YORK, Dec. 18.—Harry S. Goodman, transcription producer, is putting his AM weather spots on film for use on television. He's doing the job in color, which costs about 25 per cent more than a straight black and white job. Goodman's angle is that he can get a black and white print from the color negative—and therefore use the spots on black and white tele, and when color comes in, he'll be all set too.

The job for the 66 spots costs in excess of $12,000. This does not include talent, because this is available from the transcriptions. The cost does include filming, cameramen, costumes, puppeteers and scenery.

Pillsbury Mulls Twin Hypo for Kay Kyser

NEW YORK, Dec. 18.—Pillsbury Mills this week was considering a double-barrel hypo for its daytime Kay Kyser show on the American Broadcasting Company (ABC), involving expansion of its sponsored time and a shift in the show's time period. The flour company is due for a decision shortly on taking over the entire 30 minutes of the program, of which it now sponsors the final 15 minutes. Also it is considered a good bet that Pillsbury will move the program from its current 11 to 11:30 a.m. period to the 4:30 p.m. slot.

The move would put Kyser into the established afternoon period on ABC, following directly after such shows as *Breakfast in Hollywood*, *Bride and Groom*; *Ladies, Be Seated*, and *House Party*. Currently in the 4:30 time is Galen Drake, who also airs under the Pillsbury banner, and who would probably move up to Kyser's 11 a.m. time.

WSCI Asks Closer Check on FM Sets

COLUMBUS, Ind., Dec. 18. — A plea for better distribution and testing of Frequency Modulation (FM) receivers is contained in a resolution being submitted to the board of directors of the Frequency Modulation Association (FMA) by Graeme Zimmer, radio director of Syndicate Theatres, Inc., operators of FM outlet WSCI here. Pointing out that distribution of FM sets in this State is unbalanced, the resolution calls for a review of the entire situation by the manufacturers.

Zimmer claims that in sections where there is no FM station, the dealers are loaded with sets, and in markets served by FM broadcasters there is an acute shortage. In urging more thoro sensitivity testing of receivers, the resolution claims that FM operators are suffering from public reaction to hastily assembled sets that fail to do justice to FM.

AFM Pacts in Detroit

DETROIT, Dec. 18. — Two-year agreements have been signed by the major Detroit radio stations with the Detroit Federation of Musicians, with no essential changes in either wages or working conditions, according to Jack Ferentz, president of the Federation.

CINCINNATI, Dec. 18. — Federal Communications Commission Thursday (16) issued a construction permit to Scripps Howard Radio, Inc., for WCPO-FM here. The station will begin operations in the spring, according to M. C. Watters, vice-president of the firm.

FOUR WEBS '48: 200 MILLION

RTDG, WJZ in Last Pact Meet; Strike Imminent

NEW YORK, Dec. 20.—The last hope of preventing a strike by the Radio and Television Directors Guild (RTDG) against WJZ-TV is a mediation meeting called for today (Monday) by the New York State Department of Labor. Since one such confab was already held with negligible results, the union is going ahead with its preparation for the walkout. Final strike instructions may be given the membership this evening (20).

The crux of the dispute is the web's refusal to recognize the union's jurisdiction over directors, altho the network has unofficially agreed to the RTDG representing floor managers and assistant directors. However, the labor org wants a contract for all 19 of the American Broadcasting Company tele employees supporting it.

On another negotiation front, the RTDG is making slow but steady progress in its talks with the networks for a minimum basic agreement covering free-lance pilots. No counter-proposals have been given to the union yet, but they are expected at a session to be held Tuesday (21). The agencies and sponsors are sitting in at the confabs.

Loss of Stars Is Just Dandy, Says Trammell

(Continued from page 5)

head, had decided not to move the show to Columbia in the 8 p.m. spot at the expiration of the NBC contract: In turn, Wildroot's *Sam Spade* series is slated to remain in its 6 p.m. Sunday night spot at Columbia, where it now airs.

If this development is true, it not only would seriously crimp CBS's Sunday plans, for the time being at least, but also would take considerable pressure off NBC on the programing end. It will leave the network two Sunday night spots to fill instead of three, these being the 6:30 and 10:30 p.m. segs. The first is being vacated by Fred Allen, who shifts to 6, replacing Edgar Bergen, and the later spot by Horace Heidt, who goes into the 7 p.m. half hour.

Slew of Candidates

NBC has a slew of programs under consideration for these two shows. It is virtually certain that the new Dean Martin-Jerry Lewis show (see story elsewhere in Radio Department) will inherit one of these time segs, more likely the 10:30 spot. Other advertisers on NBC, as well as on other networks, have pitched for the time as well.

In addition, NBC is giving some thought to a new kind of giveaway for the 6:30 opening. This would require dropping the network's giveaway ban, but would be accounted for in the public service nature of the show, which will award $5,000 weekly for listener letters on ways of improving radio. Altho it's under consideration, the show is not given too much chance, since NBC would not sell it commercially, and the time is considered too valuable for this kind of disposition.

The fluid program situation has had another offshoot in the CBS-NBC battle. Both networks are now whipping up extensive promotion competition, built primarily around the Heidt-vs.-Benny rating scrap.

Estimated '48 Web Billings

NEW YORK, Dec. 18.—Following are the estimated gross billings, before discounts, for the four major networks for 1948, compared to 1947 gross billings.

Network	1948	1947	Gains
NBC	71,358,300	66,690,001	4,700,000**
CBS	61,123,600	56,689,231*	2,400,000**
ABC	44,300,300	43,546,057	750,000**
MBS	23,500,000*	22,372,711	1,127,000***
Totals	200,282,200	191,300,000	

* —Estimated
**—Approximate

TALK OF THE TRADE

New York:

LOU COWAN tossed a farewell party at Club 21 December 15 for Charles (Bud) Barry, American Broadcasting Company (ABC) veepee, who takes off for Hollywood in January as head of that web's Coast operations. . . . The Mutual Broadcasting System (MBS) gang also tossed a luncheon last week for its departing veepee, Bob Swezey. . . . Earl Wilson, *New York Post* columnist, playing the part of a crime-hunting newspaper guy on December 29 WOR broadcast of *Boston Blackie*. And not a falsie in sight, eh, Earl.

Jim Miller now known as the poet laureate of the National Broadcasting Company (NBC) press department, following that Christmas poem he penned. . . . WMCA-FM begins operating Christmas Day. . . . Abram Chasins, WQXR's musical director, flew to Dallas for two December appearances.

From All Around:

HUGH TERRY, KLZ, Denver, one of five poobbahs who selected winner in Colorado's *I Speak for Democracy* contest. Conrad Brown, KVOR, Colorado Springs, Colo., assisted in arrangements for final judging. . . . Robert Hayton has rejoined the KGVO, Missoula, Mont., announcing staff after three and a half years in the army and two more as a civilian employee of that branch of the service. . . . Alexander Kenrick succeeds the late George Polk as Columbia Broadcasting System (CBS) correspondent in the Near East. He has been acting in that capacity for several months. . . . Meanwhile Polk's death is still being investigated by American and Greek authorities.

T. A. M. Craven has resigned as v.-p. of the Cowles Broadcasting Company to join the newly formed firm of Craven, Lohnes & Culver. . . . Jim Steakly, WJIM, Lansing, Mich., returns to work after an illness. Derwood Carn returns to the same station after two years away. . . . Dan Kelly, announcer at WRDO, Augusta, Me., the author of the poetry anthology, *As Maine Writes*. . . . Gail and Harry Ingram, the Mr. and Mrs. scriptwriting team, on their way to Hollywood.

LOFT CANDY shops will sponsor portions of the Mary Margaret McBride show on NBC. . . . Recent personnel appointments at Doherty, Clifford & Shenfield, Inc., are Leslie Hart, copy; Paul G. Indorf, radio copy, and Albert Skolnik, media. . . . Norman Whittaker resigned as sales manager of WICC, Bridgeport, Conn. . . . The newest addition to the ranks of fem commentators on WLIZ, Bridgeport, are Peggy Liler and Jane Connors Quinn. . . . Twenty-one-year-old Lee Nelson has joined WPOR, Portland, Me., as a staff announcer. . . . CBS's *Our Miss Brooks* is being lauded by educational authorities as a great help to teachers. . . . Raymond C. Kemper will become one of the radio producing staff at the Hollywood offices of McCann-Erickson. . . . It's a daughter to Romeo Sancoucy, WLAM, Lewiston, Me.

Bill Day, of the same station, is broadcasting at least nine games of the Bates College basketball sked. . . . Irwin Nadler, the new assistant accountant at Pan-American Radio Company. . . . Harry B. Cohen Advertising Company has just snatched the Tarner Hall Corporation account. . . . Charles Christenberry, the new addition to the WQXR, New York, sales promotion staff. Arnold Michaelis, now directing Sammy Solo and Joel Herron's *Mood Music* over WMGM. At the same station Muriel Mandell is Jo Ranson's new assistant. . . . Claude Barrere, who represents programs in New York, has appointed Evelyn Wray his assistant. . . . Willard Richan, recent Bowdoin College graduate, new addition to the WLAM, Lewiston, Me., news room staff.

Gallery Named Head For DuMont Flacks

NEW YORK, Dec. 18.—Tom Gallery, former general sales manager and promotion chief for the New York Yankees, this week was named public relations director of the DuMont television network. Gallery begins with the web January 2.

The major duties to be handled by Gallery will be special promotions. General publicity for the receiver and broadcast divisions will continue to be handled by Don Giesy thru the Dave Alber office.

$2,500 Bill

NEW YORK, Dec. 16.—Bill Stern, recently renewed as sports head by the National Broadcasting Company (NBC), this week drew a three-year renewal of his Colgate Shaving Cream deal. The new pact is said to pay Stern $2,500 weekly.

Stern has been on the air for the same account, via Sherman & Marquette, for 10 years. Red Smith, please note.

Gross Billings Paced by 5G Gain at NBC

WNBT in the Black

NEW YORK, Dec. 18.—Paced by a whopping $4,700,000 gain over 1947 by the National Broadcasting Company (NBC), the gross billing for the four networks in 1948 are slated, for the first time, to exceed the 200 million mark. NBC, up 7 per cent over last year, will gross around $71,356,000 this year, compared to $66,690,001 for 1947.

The Columbia Broadcasting System (CBS) is expected to show a 5 per cent increase over '47, the same percentage gain earned by the Mutual Broadcasting System (MBS). CBS estimated its 1948 gross figure as $61,123,000, against $56,690,000 estimated for last year. Mutual's 1948 take will be around $23,500,000, compared to $22,372,711.

The American Broadcasting Company expects to gross $44,300,300 by the end of this month, compared to $43,546,057 last year. All figures are for AM sales only.

NBC's total does not include around $2,000,000 gross television revenues via WNBT, its New York station. Originally calculating a $3,500,000 loss via video in 1948, the WNBT gross is reported a half a million higher than was estimated by the network, reducing its loss on tele by the same amount.

NLRB Holds Decish On WILM Gabbers

WILMINGTON, Dec. 16.—Decision was reserved following a hearing last week on the classification of employees of the Delaware Broadcasting Company, WILM, conducted by Harold Kowal of the National Labor Relations Board here.

Frank Reel, representing the radio actors' union, submitted a petition asking that a separate unit be organized for the regular full-time announcers.

The employer was said to be seeking inclusion in the unit of all employees who do announcing.

Krueger Brew Pulls Ad Switch to GNG

NEW YORK, Dec. 18.—The G. Krueger Brewing Company, of Newark, N. J., this week switched advertising agencies, moving from Benton & Bowles to Geyer, Newell & Ganger (GNG). Trade reports have the switch motivated by an extensive pitch on television delivered to the brew firm by GNG.

Krueger is now bankrolling the Saturday night boxing bills from Ridgewood Grove over WPIX.

"Suspense" Prepped For Auto-Lite on TV

NEW YORK, Dec. 18.—The tele version of *Suspense* is being readied for video in the near future under the sponsorship of Auto-Lite. The first script has been written and already tested over a closed circuit over WCBS-TV.

The show, in its AM version, airs over the Columbia Broadcasting System Thursday nights for Auto-Lite.

Campaign for School Relations

N. Y. Teachers' Radio Classes To Knit Ties

15-Week Course Planned

NEW YORK, Dec. 18.—An extensive campaign to improve relations between New York radio and educators will get under way early in 1949 when the stations will inaugurate a 15-week course on radio for the city's high school English teachers. In addition to emerging as a public service endeavor of considerable stature, the course will give considerable stimulus to the use of radio in New York schools as part of classroom work. The course will not be broadcast.

The importance of the stations' radio course is shown by the fact that both the New York State Board of Regents and the New York City superintendent of schools have approved it. In addition, it is being recognized as an increment credit course for teachers. Such courses are necessary to increase teachers' pay.

15-Week Course

Arrangements were completed between a committee representing the city stations, and the New York City Association of Teachers of English, of which Max Zisowitz is president. They call for a 15-week course, some in seminar fashion and others along strictly technical lines. The starting date has been tentatively set for the second week in February, but no spot has been selected as yet for the classroom work. One of the station studios will most likely be used.

The teachers association has 1,002 members, and it is believed that about half, if facilities permit, will take the course. Lecturers will be recruited from top-level staffers of the city stations. Committee representing the broadcasters included Dick Swift, WCBS; Ted Cott, WNEW; Leon Goldstein, WMCA; Jim Gaines, WNBC; Eleanor Sanger, WQXR; Arnold Hartley, WOV. Others, representing agencies and clients, may join the committee later.

Add 124 for "Hwd. Stars"

NEW YORK, Dec. 18.—Armour Packing's *Stars Over Hollywood* will celebrate the holidays by adding 124 stations to its hook-up on the Columbia Broadcasting System (CBS), starting January 1. The show is heard from 2 to 2:30 p.m. Saturday afternoons, and now goes to only 50 stations. Armour's new contract calls for expansion to 174 stations.

HOPE XMAS SHOW

(Continued from page 3)

New York for Germany in two groups, the first tomorrow (19) and the second next Wednesday (22). The air forces have designed the entertainment project as a "morale lift" for the "Berlin air lift" gang.

Among the entertainers are Tex McCrary and his wife, Jinx Falkenberg; Tony Romano, Dolores Hope, Billy Farrell, Irene Ray, Hy Averback, Jean Wagner, James Saphier, Don O'Brien, Jay Scott, Terry Hunt, Mort Lachman, Larry Gelbhardt, Al Jerry, Simon Rose and Charles Cooley.

Ronald MacDougal, movie producer-writer, will go along to prepare a special radio series on air-force activities in Germany which will be broadcast in the U. S. on his return.

E.T. Firms Are Set To Sign Petrillo Ban-Lift Contract

NEW YORK, Dec. 18.—Indications today were that leading transcription companies would sign the Petrillo ban-lift pact Monday afternoon (20), unless unforeseen hitches developed Check of company and union execs here revealed it was that close. On Thursday (16), just two days after the record companies starting cutting disks, transcription officials had an informal meeting, reports emanating therefrom indicating a meeting of the minds. However, a number of leading companies, including Standard Radio from the Coast, did not have reps at the session.

Under the terms of the agreement, transcription companies become parties to the trust plan and would contribute 3 per cent of their gross revenues. This is the same amount the

(See ET'ers Set for on page 20)

No Conflict for Case In NY AFRA Election

NEW YORK, Dec. 18. — Nelson Case, the current prexy, will be the unopposed candidate for president of the New York unit of the American Federation of Radio Artists (AFRA).

In the race for the five-vice-presidential posts are Kenneth Banghart, Alan Bunce, Julie Conway, Gordon Cross, Ben Grauer, Jay Jostyn, Virginia Payne, Robert J. Prescott, Lanny Ross and Karl Swenson. Ted de Corsia and Dan Seymour are running for treasurer and Vinton Hayworth and Ted Osborn for recording secretary.

NEWPORT, Ky., Dec. 18.—Appointment of Anna Mae Rolfes as general manager of Station WNOP here was announced this week by James C. Lang, chairman of the board. She replaces Dick Nesbitt, who resigned because of poor health. Miss Rolfes will remain in her post as secretary-treasurer of the station. She entered radio work eight years ago with Station WKRC, Cincinnati, spending five years in that outlet's traffic, program and sales departments.

Hanna's Glum Over Success Of UNESCO Radio Outlines For '49; On Paper It's Okay

Production of Scripts Planned for After January 1

NEW YORK, Dec. 18.—Serious misgivings as to the general success of the United Nations Educational, Scientific & Cultural Organization (UNESCO) mass communications program for 1949 were expressed by Mike Hanna, director of WHCU, Ithaca, N. Y., and U. S. radio advisor to UNESCO, upon his return to the United States this week. Hanna, who attended UN huddles in Paris and Beirut, Switzerland, said the proposed 1949 program is excellent, but chances of its complete international execution left him glum.

The purpose of the programs is world-wide dissemination of educational, cultural and scientific information, part of the UN program for peace via greater understanding. A basic reason for his pessimistic outlook is the uncertainty of support of the so-called iron curtain countries. Hanna convinced the delegates that the UN Radio Commission should primarily function as a program producing agency, rather than as a clear house as a "servant" of the broadcasters. Hungary and Czechoslovakia supported the "clear house" idea, and Hanna interpreted this as a desire to get information, but without any guarantees as to how it would be used.

Productions Planned

As a result of Hanna's pitch, UNESCO is to start producing programs—15 minute scripts to start—as soon as possible after the first of the year. The programs will deal with UNESCO activities.

Hanna also convinced the delegates at the UNESCO Radio Programme Commission Conference that a proposal to establish an international UNESCO network was thoroly impractical. His reasons were that the UNESCO budget permitted no such expensive operation, either as to facilities or the difficulty to get qualified personnel. He also declared that it was exceedingly doubtful whether UNESCO could compete with present operations for audiences and that it would be far more practical to use existing facilities. The U. S. delegation at the UNESCO general conference in Beirut supported the network plan but went along with Hanna, at least for 1949, because of the economics involved.

Department Head Needed

One of the most important jobs within UN is open, Hanna reported, that of head of the mass communications department. It requires a person familiar with radio, press and films, but the low pay, $9,000 a year (tax free) makes it exceedingly difficult to get the high-caliber man needed. The job is to go to an American. Other jobs, in executing the proposed UNESCO radio schedule, pose additional problems, Hanna said, because of the low budget and the short-term job expectancy, hardly the sort of situation to appeal to top flight people.

Other recommendations approved by the UNESCO radio group included, in addition to the weekly UNESCO radio bulletin, programs on books of international importance; program material, titled *Hopes of Tomorrow*, dealing with current events which augur improvement for the future; programs as to the way of life in UN nations; programs based on world leaders' lives, called *The Masters Meet;* a program dealing with problems of population and world food resources, and *Round the World*, a program designed to show that no nation can live alone.

IMC Divided on Life or Death of Clearing House

(Continued from page 4)

1951 and his contracts with television stations are on a short-term basis; (3) the question whether Petrillo will demand setting up quota systems in TV just as he had demanded originally in making his contracts with webs is likely to develop as a striking coincidence to Congress's action on the Taft-Hartley Law; (4) there is some possibility that if Congress revises or wipes out the T-H Law, similar action might be sought for the Lea Act in accordance with demands already made for its liquidation by President William Green, of the American Federation of Labor.

United Front Poser

The IMC has been inactive for several months since the early part of negotiations which were consummated this week between Petrillo and the diskeries, but IMC's framework is considered by some of its members as worth retaining in any permanent machinery to deal with Petrillo on a united front basis or by the individual industries. It is held quite unlikely that diskery representatives on the IMC will want to perpetuate the set-up inasmuch as the record manufacturers' contract with Petrillo's AFM covers a relatively long period. However, spokesmen for other industries are pointing out that united front thinking will be required in meeting some of the upcoming developments such as congressional action on the T-H and Lea laws and Congress's consideration of modernization of the Copyright Act of 1909 and the Inter-American Copyright Convention Treaty (see separate story). It is recalled that the IMC, which came into being during a heated phase of the Petrillo tangle with the webs and diskeries on contract negotiations, reached its most active peak during and shortly after the January hearings by the House Education and Labor Committee in connection with Petrillo's activities.

Petrillo is known to have taken a tolerant view toward telecasters, but the feeling persists that the AFM prexy has been biding his time until video gets on a more secure economic footing. With the development of combination AM-television shows, the problem of quota systems is expected to grow, particularly if the T-H taboo on union quota systems is wiped out by Congress. Some members of the television and radio industries are citing a need for a continuous public relations job to head off any future crisis on this or any other issue affecting contractual arrangements with Petrillo's union.

BERLE'S BEEZER

(Continued from page 3)

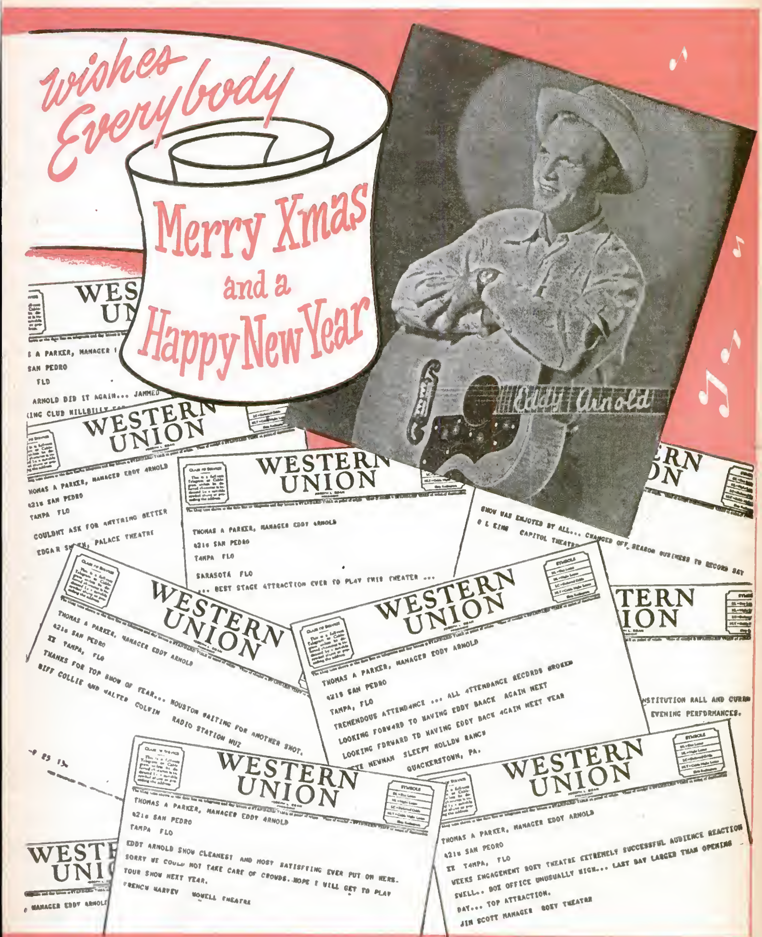
his beezer kept bleeding and giving him acute pain. Staffers on the Texaco show paid the comic high tribute; he not only finished out the show, but gave an additional performance later for the studio audience.

The accident occurred in a comedy bit with Lauritz Melchior, opera warbler, in a skit buffooning the *Barber of Seville*. Melchior was the barber and Berle the shavee.

One piece of business called for Melchior to "lather" Berle's head and phiz, and then bop him with the lather bucket. He got a little overly enthusiastic with the bucket, the rim of which clipped Berle's remodeled sniffer.

The injury is said to have resulted in a deviation of Berle's Durante, and for the rest of the show, he played with adhesive over the wound.

To cap the climax, later in the show, Berle's pants fell down. It wasn't in the script, either.



S A PARKER, MANAGER
SAN PEDRO
FLO
ARNOLD DID IT AGAIN... JAMMED
KING CLUB HILLBILLY

THOMAS A PARKER, MANAGER EDDY ARNOLD
4216 SAN PEDRO
TAMPA FLO
COULDNT ASK FOR ANYTHING BETTER
EDGAR SH, PALACE THEATRE

THOMAS A PARKER, MANAGER EDDY ARNOLD
4216 SAN PEDRO
TAMPA FLO
SARASOTA FLO
... BEST STAGE ATTRACTION EVER TO PLAY THIS THEATER ...

SHOW WAS ENJOYED BY ALL... CHANGED OFF SEASON BUSINESS TO RECORD DAY
O L KING CAPITOL THEATRE

THOMAS A PARKER, MANAGER EDDY ARNOLD
4216 SAN PEDRO
XX TAMPA, FLO
THANKS FOR TOP SHOW OF YEAR... HOUSTON WAITING FOR ANOTHER SHOT.
BIFF COLLIE AND WALTER COLVIN RADIO STATION KNUZ

THOMAS A PARKER, MANAGER EDDY ARNOLD
4218 SAN PEDRO
TAMPA, FLO
TREMENDOUS ATTEND4NCE ... ALL ATTENDANCE RECORDS BROKEN
LOOKING FORW4RD TO HAVING EDDY BAACK AGAIN NEXT
LOOKING FORWARD TO HAVING EDDY BACK 4GAIN NEXT YEAR
ETE NEWMAN SLEEPY HOLLOW RANCH
QUACKERSTOWN, PA.

NSTITUTION HALL AND CURR
EVENING PERFORMANCES.

THOMAS A PARKER, MANAGER EDDY ARNOLD
4216 SAN PEDRO
TAMPA FLO
EDDY ARNOLD SHOW CLEANEST AND MOST SATISFYING EVER PUT ON HERE.
SORRY WE COULD NOT TAKE CARE OF CROWDS. HOPE I WILL GET TO PLAY
YOUR SHOW NEXT YEAR.
FRENCH HARVEY HOWELL THEATRE

THOMAS A PARKER, MANAGER EDDY ARNOLD
4216 SAN PEDRO
XX TAMPA, FLO
WEEKS ENGAGEMENT ROXY THEATRE EXTREMELY SUCCESSFUL AUDIENCE REACTION
SWELL.. BOX OFFICE UNUSUALLY HIGH... LAST DAY LARGER THAN OPENING
DAY... TOP ATTRACTION.
JIM SCOTT MANAGER ROXY THEATRE

, MANAGER EDDY ARNOLD

TO ALL OUR FRIENDS IN THE SHOW BUSINESS...EDDY AND I
REGRET WE HAVE NO AVAILABLE DATES OPEN IN "49"

Thomas A Parker Manager

250 MIL. BIZ IN '49--ROSENBAUM

Sees Show Business Called On To Aid Musicians; Fund Distribution Is Outlined

By Maurie Orodenker

PHILADELPHIA, Dec. 18.—An indication that other branches of the amusement industry using music will be called upon to help counteract the technological unemployment of musicians was given by Samuel R. Rosenbaum, local attorney, who was named administrator of the estimated $2,000,000 trust fund from the phonograph record industry. "It is obviously unfair for the recorders alone to carry the burden," declared Rosenbaum, who also added an optimistic note in predicting that record sales next year should reach gross sales of $250,000,000 because of the lifting of the year-old ban on recordings by the American Federation of Musicians (AFM).

"For a long time, while I was still in the radio industry," said Rosenbaum, who served as president of WFIL here from 1932 to 1942, "I have believed and said that, in the long view, it is in the best interest of the mechanical musical industries to do something to counteract technological unemployment caused by their processes. To do so is not a private Works Progress Administration (WPA), but it helps encourage a future supply of live talent without which our methods of record reproduction are helpless.

"In 1938 the radio industry adopted a voluntary Plan of Settlement to help in this direction. Now the recording publishers are offering their contribution. No doubt other segments of the commercial musical industries eventually will join in a more equitable solution. It is obviously unfair for the recorders alone to carry the burden."

Rosenbaum said that Philadelphia, based on a two million-dollar fund, will receive approximately $42,000 during the next year for such events as free public concerts, veterans' and hospital entertainment and other worthwhile musical projects. The funds will be distributed, he added, on a per capita basis of union membership and in such a way as to "avoid disproportionate" spending in the three areas of greatest membership, New York, Chicago and Los Angeles. Of the funds, $300,000 of each $1,000,000 will be spent in the 13 leading cities in this country and in Canada.

Out of each $300,000, New York will get $51,000; Chicago, $40,000; Los Angeles, $39,500, and Philadelphia, $28,500. Montreal, the smallest of the 13 major cities, receives $7,500. The lowest amounts received by any geographic areas are less than $100 per year. For example, 13 counties in Texas will get only $81.10.

The record manufacturers already have paid $100,000, one-third of the total amount due for the last quarter of 1948, into the trust fund, and Rosenbaum estimated that not less than $1,500,000 would be paid during the first year of the agreement.

"At the present time the record business is greatly reduced," Rosenbaum said, "but we expect the fund will receive an estimated $2,000,000 each year. The payments are spread out among the manufacturers, and when they estimate gross sales of $250,000,000, the royalty payments will be easily absorbed."

Snag Hits Suit By Lunceford

NEW YORK, Dec. 18.—Chrystal Lunceford's lawsuit against Eddie Wilcox, the Gale Agency, Edward Rosenberg and Irving W. Rosenberg (*The Billboard*, December 4) met with a partial slowdown when New York Supreme Court Justice Morris Eder this week denied her request for an injunction enjoining Wilcox from using the Lunceford name for his band.

Justice Eder did rule that she could serve an amended complaint in connection with her $10,000 damage action against the defendants. In his decision he stated that "the motion is fully justified," objecting to the manner in which it was presented, which he called "inartistically set forth."

Pertinent Disk Data

NEW YORK, Dec. 18.—Adjacent streamer story on this page contains information pertinent to the trustee set-up of the Petrillo-disk companies' pact. Other important data follow:

Payments by the record companies to the fund are to be made semi-annually. Time limits on the dates specifies 45 days after December 31 and 45 days after June 1 of each year. Ninety per cent of the funds are to be expended each half-year, and semi-annual reports are to be given by the trustee to the disk companies and the American Federation of Musicians (AFM).

AFM has the right to review the actions of the trustee, but this does not imply any right on the part of the AFM to control the fund. In other words, AFM, for instance, can advise that fund monies should not be spent, let us say, for a team of acrobats to hypo a musical show; AFM can advise in other ways, but it cannot dictate.

No Union Distinction

The trustee set-up makes no distinction between union and non-union musicians, and it is assumed both are to benefit under the plan. This provision was necessary in order to get the plan approved under the Taft-Hartley Act. There was some conjecture in New York as to whether this provision was merely academic, in view of the fact that 237,000 musicians are enrolled on the AFM's membership lists.

The pact covers all devices used to record music for sale, including wire and tape.

The five-year termer calls for status quo on scales ($41.25 per man per three-hour session), and for the following royalty rates from the sale of disks: 1 per cent on disks selling up to $1, 1½ per cent on records selling at between $1 and $1.25, 2½ cents on records selling at between $1.25 and $1.50, 5 cents on records above $1.50 and not over $2, and 2½ per cent on disks selling above $2.

The Billboard publishes the foregoing for the record.

Diskers Cut Post-Ban Wax Cautiously; Midwest Moves Ahead With 'Wait-See' Policy

NEW YORK, Dec. 18.—Despite the trade's hosannahs and huzzahs greeting the ban's end this week, there was no mad stampede by waxeries to the recording studios. With the exception of the company that had been most scrupulous in its observance of the 11-month interdict, and which was at barrel's bottom, record companies were contained and casual about the sides they cut.

For RCA Victor, the end of the ban was the signal for festivity and activity. Nearly fresh out of worthwhile pops, they staged a recording shivari for the press and photographers at their 24th Street studios Tuesday (24), and then went to work in earnest. Perry Como made *Far Away Places* and *Missouri Waltz;* Tommy Dorsey made *How Many Tears Must Fall*, backed by *Down By the Station;* Fran Warren made *Why Is It, What's My Name, Joe,* and *Why Can't You Behave?;* Vaughn Monroe did *Melancholy Minstrel* and *Red Roses for a Blue Lady;* Sammy Kaye and Rose Murphy also cut. (Neither tunes nor artists cutting are completely listed, with some having made more than one session up to press time.)

Columbia Cuts Wax

First Columbia sides were Arthur Godfrey's *Little Guy* and *Just a Little Petunia*. Sinatra did several, including *Once in Love With Amy* and *Sunflower;* Buddy Clark and Doris Day teamed on *You Was* and *Will You Marry Me?*, and Jerry Wayne and Janette Davis did *A Little Bird Told Me*.

Decca had the Mills Brothers make *I've Got My Love To Keep Me Warm;* Andrews Sisters, *More Beer;* Burl Ives, *Lavender Blue*, and Billie Holiday, *Weep No More*. Decca was noticeably detached about the whole affair.

Capitol's production this week included two Jo Stafford-Gordon MacRae sides, two by Dean Martin as a single, a Martin-Peggy Lee duet (sig-

(See No Wax Stampede on page 34)

CHICAGO, Dec. 18.—First reaction in the Midwest to end the disk ban was apathetic, with most waxeries reporting a "wait and see" policy before announcing major cutting plans and a. and r. changes. Mercury Records reported that primary waxing will be done next week in New York with Vic Damone and Patti Page cutting as a duo, plus sides by Helen Humes, the Golden Gate Quartet, Charlie Parker, and a Jazz at the Philharmonic group, consisting of Flip Phillips, Sonny Criss, Tommy Turk and a rhythm section. First Chicago-cut sides will be by Two-Ton Baker, while Murray Nash, Mercury folk music chief, will cut first hillbilly sides in Nashville next week.

Sid Nathan, prexy of King, said he will cut Winonie Harris in New York Sunday (19) and has scheduled sessions before January 1 for Todd Rhodes and Earl Bostic. Moon *(Sweeter Than the Flowers)* Mullican may cut in Cincinnati before Monday (20) if it can be arranged. Nathan said he has made deals for three more race artists which will be announced soon.

Lee Egalnick, of Miracle, said he has a session slated next week for Memphis Slim, but is holding off on other cutting. J. F. Bard, of Rondo, and Dick Bradley, of Tower, both reported they have no sessions arranged yet, but will make a thoro study of current tunes and their artist rosters before proceeding into a recording studio. Bradley said he has signed Jack Fulton, singer-songwriter, to a waxing pact and will cut him soon on four of his original tunes. Bill Putnam, of Universal platters, said he will cut eight sides by Orrin Tucker for his new double feature disk (*The Billboard*, December 18).

Recording reps for the big four, too, reported little activity. Jimmy Hilliard, newly appointed a. and r. man for the Decca Midwest division, said he has no orders to cut immediately, but is looking for new race artists. A Capitol rep said the King Cole Trio will cut a session here Tuesday (21).

Putnam, who also operates Universal Recording Studio here, said he has three jobs lined up before the end of next week, while a rep of United Broadcasting Studios said that thus far he has six jobs scheduled before January 15.

"Hazy" Magician

WASHINGTON, Dec. 18. — When Peter Lind Hayes made a personal appearance at the record department of the Hecht Company here recently, he discovered that his recording of *The Magic Record* has given him a new identity among local small fry. Hayes found himeslf being addressed by the youngsters as Mr. Magic. One pint-sized youngster impressed Mr. Magic no end by reciting without pause the words to *The Magic Record* and *The Little Tune That Ran Away*. Commented Hayes: "I can't even do that myself." The 45-minute stint of Hayes's was arranged by Phyllis Tag, head of Hecht's record department.

Wexler Bosses B. G.; Mull Tele, AM Packages

NEW YORK, Dec. 18.—Elliott Wexler, part owner of Kayler Distributing Company in Philadelphia, this week concluded a deal to become Benny Goodman's personal manager. Development is an important phase in Goodman's plans for an expansion of activities. The maestro, now at the Paramount with his recently organized band, is known to be considering with Wexler a television package, and perhaps an AM show, in addition to other ork work.

Wexler, whose disk distributing company handles London Records and other lines, has been associated with Goodman in past years in promotional and other capacities. He also had an interest in Buddy Greco, pianist and vocalist with the Goodman band, and other artists.

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Showbiz To Testify on Copyright

New Look Likely for 1909 Act; ASCAP, AFM Angles

(Continued from page 3)

overhauling the copyright act of 1909 are linked to the State Department's drive to win Senate ratification of the Inter-American Copyright Convention Treaty. Inasmuch as the latter treaty, if ratified by the Senate, would take precedence over any affected provisions in the nation's copyright act, modernization of the copyright law is considered imperative by several congressional leaders.

Regulation

Among the stormiest issues to be considered in revising the act is the question of imposing statutory regulation on non-profit organizations of authors. This would directly affect the American Society of Composers, Authors and Publishers (ASCAP). A controversy on this issue has been brewing ever since a resolution recommending such regulation was adopted by the 1946 Inter-American Copyright Convention which drafted the copyright treaty. The United States was represented at that convention by high State Department officials as well as the librarian of Congress, Luther Harris Evans, and Evans's registrar of copyrights, Dr. Sam Bass Warner.

Besides recommending to each of the represented nations that "they adopt measures for the development and regulation of non-profit organizations of authors," the delegates also specified that the signatory nations "adopt the necessary provisions for supervising the administration of their funds." Easing the sting of the fund supervision recommendation, the delegates went on to add that such organizations should be encouraged "to acquire a position which will enable them to protect the rights of their members."

Compatibility Problem

Another key issue in congressional discussions is the question of how the act can be kept compatible with the new treaty which embraces coverage of all methods of transmitting and using creative works, including radio, television, movies, phonograph records and juke boxes. Inasmuch as the Copyright Act of 1909 has undergone no major revision since the advent of most of these technological advancements, the House judiciary committee has long been coping with this problem. Coupled with this is the related question of impounding and uses of royalty funds. The American Federation of Musicians (AFM) went on record at congressional hearings as favoring legislation along this line (*The Billboard*, January 31), bulwarking a similar recommendation advanced by AFM President James C. Petrillo at a previous House judiciary subcommittee hearing the previous summer. Congress is showing great reluctance to legislate on this particular issue.

Rep. Carroll D. Kearns (R., Pa.), chairman of a House labor subcommittee on Petrillo activities, is known to be considering the revival of a proposal he offered to draft into legislation specifying that phonograph records be labeled separately for "commercial use only" or for "home use only" and that purchasers of the commercial-use records be required to pay "regulated amounts" which, in effect, would serve as contributions toward a royalty fund to be used by the AFM. Kearns originally announced that he would draft such a measure last January (*The Billboard*, January 31), and he received public encouragement at that time not only from Petrillo but also from bigwigs of the record-manufacturing companies who testified along with Petrillo at the House Education and Labor Committee hearings which were then under way. Kearns, however, eventually dropped the idea when he encountered serious bill-drafting dif-

(See *New Look Likely* on page 38)

Senor Dizzy

NEW YORK, Dec. 18.—Neither geography nor language constitutes an obstacle to the spiritual unity of beboppers all over the world. This fact was confirmed in a letter received recently by Jack Robbins from Nicolas Suris, Spanish music publisher. The latter, sending Robbins a Basque beret to forward to Dizzy Gillespie, wrote:

"I have sent this beret with the idea that you may offer it to Dizzy Gillespie with my homage of friendship and admiration as well as that of a group of Spanish beboppers. Over here, as thruout the world, Dizzy's activities are observed with the utmost curiosity and sympathy. Give him, please, besides the beret, a bebopper grip—if you think we are entitled to such a great honor."

Recent SPA Voting Returns Incumbents

NEW YORK, Dec. 18.—Incumbent executives and council board members of the Songwriters' Protective Association (SPA) were all re-elected to office this week. Sigmund Romberg, president, is in his 10th consecutive year in office. Others renamed were Charles Topias, veepee; Jesse Greer, second veepee; Abel Baer, treasurer, and Peter De Rose, secretary.

Edgar Leslie continues as chairman of the council, with Romberg, George Meyer, De Rose, Richard Rodgers, Stanley Adams, Ira Gershwin and Geoffrey O'Hara continuing as council members.

Petrillo - Sarnoff Accord Offers Video Pact Import

(Continued from page 3)

of use of musicians over television.

The status of the AFM-telecaster pact is by no means permanent. It was originally set up for a six-month period, so that both parties to the pact could ascertain where the bugs were. The six-month termer expired in the midst of the AFM record industry negotiations, and the AFM quietly extended the pact for another three months. It is up for renegotiation in a matter of weeks, and it is apparent now that Sarnoff, vitally concerned with giving a major push to the TV industry, has done the telecasters a good turn by cementing relations with the AFM chief.

AM Pact a Sign?

The growing accord was evident when Petrillo and the networks negotiated the last renewal of the pact covering musicians on AM broadcasting. Scales and the amount of employment remained status quo, but in return Sarnoff's National Broadcasting Company (NBC) promised AFM that it would advise the web's affiliated stations to maintain the status quo in musician employment despite the opportunities offered by the Taft-Hartley Act.

Therefore with TV-AFM negotiations in the offing, it is of high import that Petrillo stated at the Tuesday recording session: "In General Sarnoff labor has a good friend." Petrillo added that he had never said employers were either good or bad, but that labor was in a "very dangerous position" when the Taft-Hartley Act was passed. Management, he stated, could have taken advantage of AFM. Petrillo added that six months ago he had asked Sarnoff: "General, do we have to fight this (the record ban) out?" Sarnoff, in answer, told Petrillo there could be a give and take on the matter, and, according to Petrillo, it all worked out as Sarnoff indicated. Management, Petrillo said in effect, could have taken advantage of the union.

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Unity Claims 802 Election Machines Err

Seeks New Balloting

NEW YORK, Dec. 18.—A petition demanding that the election held by Local 802, American Federation of Musicians (AFM), December 2 be nullified and another election called was filed with George J. Abrams, of the Honest Ballot Association, yesterday (17) by the Unity-coalition group. The fusion party, which won only one executive board slot and a few delegate posts, bases its appeal for a new shuffle on the claim that the election machines were either defective or tampered with.

The next move is up to the Honest Ballot Association, which supervised the election. It can act directly, hold a hearing, invite comment from the Blue ticket—or pass. In the latter case, the Unity-coalition group will take the appeal to the courts.

Machine Defects?

As evidence of bias, either planned or unintentional, Unity-coalition spokesmen point out that 32 of the 80 machines involved show "visible defects." Claimed defects lie largely in the totals for executive and trial board candidates. Each is a nine-man board, and the machines are not supposed to register tallies for these categories unless the voter votes for nine candidates for each board. Totals, therefore, should be multiples of nine and 32 of the machines, it is claimed, were off in this respect. Petitioners feel that with the vote as close as it was (only 89 votes separated Dick McCann from loser Al Manuti for the president slot, with other positions also very narrowly decided), the alleged machine delinquency might well have robbed them of victory right down the line.

ET'ers Set for Ban-Lift Inking Early in Week

(Continued from page 8)

e.t. firms contributed under the old set-up. Rates, too, remain the same—the basic scale being $27 per man per hour. Early in the negotiations between Petrillo and the record and transcription industries, various transcription companies had been vehement in stating they would refuse a deal which did not provide for a substantial decrease in scale, but this attitude seems to have gone by the board. The beef, of course, stems from the fact that the scale for the record companies is $41.25 per man per three-hour session.

No Dubbing Asked

The Petrillo-transcription pact is for five years—the same as is the record pact. One difference between the new and old agreements, one e.t. exec pointed out, is that the new termer provides that no dubbing be permitted after the contract expires (and in the event contract is not renewed).

Reported present at the Thursday informal meeting was a group including reps of Lang-Worth, National Broadcasting Company (NBC) Thesaurus, Associated, World Broadcasting and Sesac.

BILLBOARD BACKSTAGE

A PS (Petrillo and Sarnoff) to Ban's End; Other Assorted Items

By Joe Csida

(Continued from page 3)

ting some records?" we asked.

"What for?" countered Kapp. "There's nothing we particularly want to record."

The contrast came later in the afternoon when we dropped down to the RCA Victor studios on 24th Street. Here the festive routine was rampant. Newspaper guys and photographers, encouraged by Alan Kayes and his RCA public relations corps, kept getting in everybody's hair. And everybody, including and particularly a load of longhair and pop talent, loved it. Some of the gents who had done the actual job of negotiating the pact, notably Veepee Jim Murray and Joe McConnell, stood quietly by, almost totally ignored.

Far be it from us to imply that Jimmy Petrillo is discriminating againts his own membership, but midway thru the proceedings Al Knopf and Herman Tivin, Local 802 recording delegates, walked into the studio. They advanced on Petrillo with right hands outstretched, each with the small finger held away from the other fingers and crooked.

"Hello, chief, hello, boss," they said with great warmth, bowing slightly from the waist.

Petrillo hooked the small finger of his right hand into the small fingers of each of theirs in turn, and greeted them. (The well-publicized non-germ handshake, you'll recall). Then he said to Tivin: "You be a good boy, now, you hear."

Later when he made his ad lib speech, crediting Brig. Gen. David Sarnoff (Petrillo pronounces it with a "Z") with being the man who had actually made the settlement possible, and the general had reciprocated with equally nice words about Jimmy, they shook hands, not small fingers.

• • •

There is little question that Leo Seltzer's Roller Derby, which just concluded a three-week run at the 69th Armory in New York will return to Gotham early next year. If ever there was a demonstration of the value of television to a sports event, the Derby is it. WCBS-TV's telecasts of the rough and tumble team roller matches educated many viewers to the complexities of the sport and drew them to the Armory to get an in-person glimpse. The solid business the promotion did, and its early return date, are largely attributable to TV.

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Despite the opposition provided by the Metropolitan Disk Jockey Association shindig, Sidney Mills's (Mills Music) bachelor party Wednesday night drew over a hundred assorted music and record men to Cavanaugh's. The party then repaired to Sid's apartment to view some educational films. A fine brawl, and testimony to the popularity of Irving's boy, Sid. (Years of happiness to you, Sid.)

And to everybody, from all of us, Merry Christmas.

Banner Gets Pub House, New VP

NEW YORK, Dec. 18.—Banner Records this week got itself a new veepee and a publishing house. The new officer is society band leader Arthur Ravel, who will be in charge of recording for the diskery. Ravel, who has a piece of the wax works, succeeds Pete Doraine, who recently resigned and sold his stock to the corporation. Other officers are Sam Sellsman, prexy; Vic Sellsman, veepee in charge of production, and Seymour Rechtzeit, veepee in charge of artists and repertoire.

Banner Music Company, a pubber subsidiary, was set up this week to work on *Talkin' Jerusalem to Death*, composed by T. O. Thackery (*New York Post* editor), Bill Bird (WHN staffer) and Vic Sellsman. The Golden Gate Quartet has waxed the tune for Mercury.

Talent Roster Revamping Started by A. & R. Staffers

NEW YORK, Dec. 18.—Brandishing fountain pens in one hand and axes in the other, diskery artists and repertoire staffs geared for action on the talent front following the inking of the new recording contract. To date the pens have been mightier than the axes, but it was plainly indicated that the axes should claim a considerable number of victims before the end of next week. Meanwhile, most all of the a. and r. men are propounding a "fewer but better" policy.

Both Victor and Columbia have meetings skedded for next week to decide which artists will be dropped. Columbia already has lost the Golden Gate Quartet to Mercury and Claude Thornhill's ork to Victor. Victor has lost pianist-singer Pat Flowers and the Delta Rhythm Boys to date but has added, in addition to the aforementioned Thornhill, chirp Fran Warren, Charlie Ventura's ork and thrush Jane Pickens.

MGM Signs Pacts

MGM has inked singer Bill Lawrence, who is due for a George Evans office promotion, and Francis (*Near You*) Craig, who earned his initial fame on the Bullet label. That diskery is waiting for tootler union word on whether or not the ban period time will be considered as acrued time against orkster pacts before revealing which artists are skedded to go.

Capitol Records has dropped nobody to date, but its additions this week were keynoted by the inking of warbler Mel Torme, who formerly sliced for the Musicraft firm. Firm also inked singer Bob Grabeau, comics Dean Martin and Jerry Lewis, Nick Lucas and Artie Wayne.

Mercury has gained the Golden Gate Quartet and chirp Madelyn Russell and is now dickering with other artists. The diskery has dropped Bill Samuels, Harry Babbitt and Jay McShann and has other axings skedded pending inspection of contracts and word from the American Federation of Musicians (AFM).

Signature plans little, if any, a. and r. activity, since it boasts a small roster which recently added chirp Toni Arden.

There has been little stir among the smaller firms artist-wise. Mainly the smallies are struggling to keep their top line talents from the claws of the pursuing biggies.

The above deals only with pop artists, but reports indicate a similar mode of a. and r. planning in the folk and race fields.

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CALL FOR ASCAP FACE-LIFT

Critics Ask Unity, Reform, Better "Facade" for Govt. And Public, Big Press Bally

By Paul Ackerman and Jerry Wexler

NEW YORK, Dec. 18.—With the American Society of Composers, Authors and Publishers (ASCAP) facing a series of heavyweight problems on several fronts—the Leibell decision and attendant writer and publisher interventions, the TV negotiations, the cleavage of interest between indies and movie-controlled pubberies, the intransigence of the West Coast membership, the delicate matter of revising the writer classification system to satisfy all hands, the growing resentment of the young and progressive ASCAP spirits against the entrenched old guard and other troubles — a move to clean house and present a facade of stability and unified strength is taking root in the Society.

Apparently with some or all of these difficulties in mind, Herman Starr, of the Warner group, called a meeting of leading pubber and writer members for this week, but the session was postponed to Tuesday (21) when Starr became ill. Exactly what will be on the agenda no two concerned seem to agree, but consensus seems to be that the Chappell and Ager interventions in the Leibell suit are primary concerns.

With the full light of publicity illuminating ASCAP's recent appearances in court, with attorney John Shulman representing Milton Ager for songwriters, the Wattenberg firm speaking for Chappell and pubbers, with the Music Publishers' Protective Association (MPPA) and the Songwriters' Protective Society (SPA) and spokesmen for ASCAP itself making representations, "the court finds it tough to figure out who represents what and the public surely doesn't know," as one pubber recently put it. Word is that at the Tuesday meeting an attempt will be launched to urge Ager and Chappell to withdraw their interventions in the interest of a united front. Whether SPA, for one, will withdraw, is highly improbable—and if it doesn't, Chappell won't.

One pubber told *The Billboard* that he didn't know what was on the agenda of the Society, but that he was going "to make his own agenda." He wants the Society to set aside 10 per cent of the ASCAP take for a smart publicity campaign, to arouse public sentiment and dissipate the still prevailing idea that ASCAP is a racket. Other pubbers want to see an industry czar appointed, to reform the Society the way Judge Landis reformed baseball. "We need that new look now for a dozen reasons," one said, "especially if we ever hope to get the Copyright Act revised so that we can collect performances on juke boxes and so on."

Democracy Crix

The younger and progressive publishers, short on availability point ratings but long on ideas and tune activity, are especially bitter at what they term the lack of democracy in the organization. One heavily weighted old-line publisher, it's pointed out, can outvote any number of the newer firms, and perpetuate control of the organization and maintenance of old-fashioned methods. Here, for example, are samples of the availability ratings of several pubbers as of the latter part of 1947—with these ratings the measure of their voting strength: Harms, Inc., 11,000; Chappell, Feist, Carl Fischer, Mills, Remick, Robbins, Schirmer, Shapiro - Bernstein, Witmark, all 5,500; Irving Berlin, T. B. Harms, 4,750; Bourne, Crawford and Famous, 2,750; Miller, 2,250; Boston, BVC, Church and Santly-Joy, 1,375; Advanced and Forster, 1,200; Ditson, 1,000; Melrose and Paull-Pioneer, 900; Mayfair, 800; Broadway, Leeds, Morris, New World and Shubert, 750; Sam Fox, 700; American Academy of Music, Bond, Gershwin and Von Tilzer, 500; Foley and Vogel, 400; J. Fischer and Fred Fischer, 300; ABC, Handy Bros., Paramount, Words & Music, 250. Fifteen firms were in the 100-200 bracket, close to 100 firms in the 10-100 slot, and a large slab of unrated pubbers completes the membership. Ratings have changed in the past year, but the strength is distributed pretty much as listed above. The active and important but low-point indies would like very much to change the current power allocation, and some have gone so far as to speculate on forming an independent grouping within the Society—or even, far-fetched tho it may sound—outside the Society.

Customers Bolder

It is felt that the customers themselves — the buyers of music — are aware of the dissension and trouble, and that they are adopting a tougher attitude. In the TV discussions, in renewals of the radio pact, in concert performances, the music users are beginning to throw the Leibell decision around with light abandon to answer ASCAP claims. Transcription firms, too, are getting bolder, and altho mechanical rights are not cleared thru ASCAP, any cut in such revenues affects the membership.

The more worried ASCAP-ers are concerned that if the Society doesn't straighten itself out, there may be a doubt as to whether it can continue to function properly as a performing rights organization.

In past years there has been recurrent talk of ASCAP affiliating with the American Federation of Musicians (AFM), whose by-laws provide for such a possibility. So far ASCAP has been able to surmount its difficulties and operate—but now there is concern.

Philly Negro AFM Re-Elects Shorter

PHILADELPHIA, Dec. 18.—Jimmy Shorter, local maestro, bested three other candidates to return to office for a second year as president of Local 274, American Federation of Musicians, local Negro musicians' union. He topped George W. (Doc) Hyder, who led the local for 13 years; W. Basil Jackson and Jimmy Gorham. Harry Monroe was unopposed for vice-president, and Henry Lowe won out as secretary over Frankie Fairfax, long-time secretary until last year. Assistant Secretary Gus Johnson, Treasurer Herbert T. Berry and Sergeant at Arms Damon Fisher were unopposed.

Election was tha first held in the local's naw $23,000 headquarters, tha union previously meeting in rented rooms.

Hudkins Ignores Shaw Squawk on Library and Name

HOLLYWOOD, Dec. 18.—Despite protests from Artie Shaw, Ace Hudkins will continue to use the Shaw library and name in conjunction with his Coast-built band. Hudkins also revealed that Bob Keene will be replaced by Abe Most as band fronter after the first of the year, following policy differences with Keene. Switch to Most will not interfere too much with band's name, since Hudkins will continue to use the Shaw name.

Hudkins told *The Billboard* that he had originally agreed to return the Shaw book and drop the Shaw tag, but changed his mind at the 11th hour. He claimed Shaw changed his mind about the band, repeating an earlier assertion that Shaw came to him a few months ago and gave him the green light on using library and name, and now has gone back on his original word. Hence, Hudkins feels he has right to change his mind as well. Furthermore, Hudkins said he still owns the Shaw book and can use it at will despite Shaw's protests.

TD Plans New Concert Series For Spring P.A.

NEW YORK, Dec. 18.—Tommy Dorsey will do a series of 50 to 60 concerts which will begin during the Easter season. This series will be similar to the 60-odd concerts which the orkster did in 1944 when he racked up a set of fabulous grosses. The orkster's concert presentation will include a number of yet unselected acts in addition to the full personnel of his own band.

TD, who is getting ready to wind up a lengthy run at the Cafe Rouge of the Hotel Pennsylvania here in order to move into the Strand Theater Friday (24) for at least three weeks, may take a month's vacation following the theater stint. This is dependent on a television idea which he is now attempting to develop and sell.

Varsity Preps "Hit Parade" Album Series

NEW YORK, Dec. 18.—Varsity Records is readying a Hit Parade album series for market. The 10 Hit Parade tunes will be offered in a five-platter package, kept up to date with weekly changes in the hit roster. Because of the fast production needed to carry out this project, the package, selling for $2.25, will be offered in limited areas to start.

Another novel merchandising gimmick Varsity will soon have out is a package of three platters in a single envelope to sell for $1.25. Each package will be in effect an album without the cover, containing six homogeneous sides. Among the first such schedued is a *Six Strauss Waltzes* offering, with Western, polka, gypsy and other categories to follow.

According to a spokesman for the diskery, Varsity will begin to develop a name artist policy, effective in January. The plan is to utilize names and still sell at the low price. Varsity says that it is being deluged with offers from name artists, who, as the waxery puts it, "would rather be on a low-price record that sells in real quantity than on a high-price label that gathers dust in the stockrooms."

Peatman Sheet To Include TV Music Plays

Heavy Tele Use Seen

NEW YORK, Dec. 18.—John G. Peatman's national Audience Coverage Index (ACI) surveys will probably include television renditions of pop music, starting sometime in 1949. In a note to the trade from Peatman's office of research, it is pointed out that the projected move is advisable in view of television's increasingly rapid growth. By New Year's Day, for instance, nearly 400,000 TV sets will be in use in the New York area, and shortly after the first of the year the East Coast TV web will be linked by coaxial cable with the Middle West web. It's estimated that East Coast networks are already reaching over 500,000 TV homes.

In the New York area, TV is already winning out over radio by a ratio of over two to one in homes with both TV and AM, and during the evening hours TV is ahead by over four to one. The impact of the TV medium is indicated by the fact that the highest listener rating in survey history—80.7 for the Milton Berle Texaco show over WNBT—was recently released by Hooper.

According to Peatman's present plans, ACI-TV ratings will be combined with ACI radio ratings in tha weekly survey, with TV performances weighed in the ratio of one ACI for each 5,000 TV homes tuned in to a dramatic production use of a song. Peatman points out that this assignment of an impact value for production music on TV, four times that of radio (one ACI point for each 20,000 listening homes), is probably conservative because of the greater plug value of TV and the greater number of video persons per program. As the number of TV homes increases, tha number of persons per program will be decreased somewhat, but impact value will increase as video techniques are developed.

Varsity-Mills Fuss KO's Wax

NEW YORK, Dec. 18.—Royalty rate squabble between the Varsity diskery and the Mills Music pubbery this week resulted in the withdrawal of the direct-sale waxworks' etching of *Say Something Sweet to Your Sweetheart*. The reason for the withdrawal is that Mills refused to issue a license on the waxing at the 1¼ cent royalty rate which Varsity has been obtaining from other pubbers. The pubbery insisted that it be paid the statutory 2-cent fee. Varsity refused and withdrew the disking, which has been on the market for some three weeks, and which is backed by a waxing of *You Were Only Fooling*.

Fooling will remain on the market and will be given another backing. And Varsity will pay the 2-cent royalty fee to Mills on the number of *Sweetheart* diskings which have been peddled to date.

The Mighty LOUIS Jordan Rolls On

WESTERN UNION

NA359 PD = BLUEFIELD WEST VIRGINIA 13 1135P =
BERLE AOAMS, HOLLYWOOD =

WHAT A MAN JOROAN. IN GREENSBORO NORTH CAROLINA WITH THE RINGLING BROS. BARNUM & BAILEY CIRCUS PLAYING ON THE SAME NIGHT AS COMPETITION JORDAN STILL PACKED THE AUDITORIUM TO CAPACITY. THAT'S WHAT I CALL DRAWING POWER. SENO HIM DOWN IN MY TERRITORY EVERY MONTH SO THAT I CAN RETIRE AT AN EARLY AGE =

RALPH WEINBERG =

WESTERN UNION

CT. 318P = ATLANTA GEORGIA 12 229A =
BERLE ADAMS, HOLLYWOOD =

SPEAKING OF BOX OFFICE POWER YOUR MR. JOROAN HAS REALLY GOT IT. HE GROSSED $8,606.00 JULY 4TH IN ATLANTA AND ON THE NOVEMBER REPEAT DATE GROSSEO $7,402.00. RIVAL PROMOTERS PLAYEO SOME BIG NAME BANDS JUST AHEAD OF THE JORDAN DATE BUT THE PEOPLE WAITED FOR JORDAN =

B. BEAMON =

WESTERN UNION

R162PD = NEW YORK NY 12 610A =
BERLE AOAMS =
HOLLYWOOD =

LOOKS LIKE JORDAN HAS ANOTHER HIT RECORD = "PETTIN' AND POKIN' " THE ADVANCE OROERS ARE GREATER ON THIS NUMBER THAN THEY WERE ON "RUN JOE" =

DAVID KAPP-VICE PRES. =
DECCA RECOROS, INC.

$163,000.00

GROSS IN EIGHT WEEKS OF ONE NITERS

(Total gross receipts minus all taxes and before Jordan's percentage was determined)

WESTERN UNION

TE 2370L = HOUSTON TEXAS 19 1156A =
BERLE ADAMS, HOLLYWOOO =

TEXAS BELONGS TO JOROAN. AS USUAL YOUR BOY JORDAN PLAYED TO CAPACITY CROWOS EVERY NIGHT. BELIEVE ME BUSINESS HAS BEEN BAO DOWN THIS WAY BUT NOT WITH JOROAN. WE GROSSED OVER $8,000.00 ON A CONCERT IN NEW ORLEANS WHICH IS WITHIN $200.00 OF WHAT WE GROSSED LAST YEAR IN NEW ORLEANS ON A OANCE DATE. THAT JORDAN'S REAL GONE =

DON ROBEY =

WESTERN UNION

MA6BNLPD = NEW YORK NY 5 10A =
BERLE AOAMS =
HOLLYWOOD =

WE MUST MAKE ANOTHER MOVIE WITH JOROAN IN FEBRUARY. HIS LAST FULL LENGTH FEATURE "LOOKOUT SISTER" IS DOING CAPACITY BUSINESS =

R. M. SAVINI-PRES. =
ASTOR PICTURES CORP.

Personal Management—**BERLE ADAMS** HOLLYWOOD

Direction—

GAC **GENERAL ARTISTS CORPORATION**
THOMAS G. ROCKWELL, President
NEW YORK • CHICAGO • HOLLYWOOD • CINCINNATI • LONDON

The Billboard MUSIC POPULARITY CHARTS

PART I

The Nation's Top Tunes

Based on reports received last three days of **Week Ending December 17**

The nation's 10 top tunes, THE HONOR ROLL OF HITS, is determined by a scientific tabulation of various degrees of each song's popularity as measured by survey features of The Billboard's Music Popularity Chart.

HONOR ROLL OF HITS

(Trade Mark Reg.)

The title "HONOR ROLL OF HITS" is a registered trade-mark, and the listing of the hits has been copyrighted by The Billboard. Use of either may not be made without The Billboard's consent.

This Week — Last Week

1. BUTTONS AND BOWS — By Livingston and Evans, Published by Famous (ASCAP) — **1**

Records available: Gene Autry, Columbia 20469; The Dinning Sisters, Capitol 15184; Betty Garret-H. Mooney Ork, MGM 10244; E. Knight, Decca 24489; Betty Rhodes, Victor 20-3078; Dinah Shore, Columbia 38284; B. Brown, Varsity 114; Jeff Clay, Dana 2023; B. Hope-Clark Sisters, Capitol 15292; Gracie Fields, London 355; H. O'Connell, Coast 8032.
Electrical transcription libraries: Sterling Young Ork, MacGregor; The Swingtones-The Jumpin' Jacks, NBC Thesaurus.

2. ON A SLOW BOAT TO CHINA — By Frank Loesser, Published by E. H. Morris (ASCAP) — **2**

Records available: L. Clinton Ork, Decca 24482; B. Goodman Ork-A. Henrickson, Capitol 15208; Kay Kyser, Columbia 38301; S. Lanson, Mercury 5191; A. Lund, MGM 10269; F. Martin, Victor 20-3123; E. Howard Ork, Mercury 5210; J. Frank, Varsity 117.
Electrical transcription libraries: Kay Armen, Associated; Louise Carlyle-Music of Manhattan Ork, NBC Thesaurus; Freddy Martin, Standard; Shep Fields, Lang-Worth.

3. MY DARLING, MY DARLING — By Frank Loesser, Published by E. H. Morris (ASCAP) — **3**

From the Broadway musical production "Where's Charley?"
Records available: E. Young & J. Lathrop, Victor 20-3187; Jo Stafford-Gordon MacRae, Capitol 15270; Doris Day-Buddy Clark, Columbia 38353; Peter Lind Hayes, Decca 24519.
Electrical transcription libraries: Phil Brito, Associated.

4. A LITTLE BIRD TOLD ME — By Harvey O'Brooks, Published by Bourne (ASCAP) — **4**

Records available: Blue Lu Barker Ork, Capitol 15308; Evelyn Knight-Stardusters, Decca 24514; P. Watson, Supreme S-1507; Smokey Rogers, Capitol 15326.
(No information on electrical transcription libraries available as The Billboard goes to press.)

5. ALL I WANT FOR CHRISTMAS (Is My Two Front Teeth) — By Don Gardner, Published by Witmark (ASCAP) — **6**

Records available: Spike Jones & His City Slickers, Victor 20-3177.
(No information on electrical transcription libraries available as The Billboard goes to press.)

6. YOU WERE ONLY FOOLIN' — By Larry Fotine-Billy Faber-Fred Meadows, Published by Shapiro-Bernstein (ASCAP) — **5**

Records available: Blue Barron, MGM 10185; Ink Spots, Decca 24507; K. Starr, Capitol 15226; E. Whitley-Green Sisters, Columbia 38323.
Electrical transcription libraries: Kay Armen, Associated; Blue Barron, Lang-Worth.

7. UNTIL — By Jack Fulton, Bob Crosby and Hunter Kahler, Published by Dorsey Bros. (ASCAP) — **7**

Records available: T. Dorsey Ork, Victor 20-3061; The Charioteers, Columbia, 38329.
(No information on electrical transcription libraries available as The Billboard goes to press.)

8. LAVENDER BLUE (Dilly, Dilly) — By Eliot Daniel and Larry Morey, Published by Santly-Joy (ASCAP) — **8**

From the Walt Disney Film "So Dear to My Heart."
Records available: M. Campbell-L. Ford-J. Hill Trio, Collegiate J-2954; V. Lynn, London 310; Sammy Kaye, Victor 20-3100; Dinah Shore-H. Zimmerman Ork, Columbia 38299; Jack Smith-The Clark Sisters, Capitol 15225.
Electrical transcription libraries: Phil Brito, Associated; Bob Eberly, World; Curt Massey, Standard.

9. FAR AWAY PLACES — By Whitney and Kramer, Published by Laurel (ASCAP)

Records available: Bing Crosby, Decca 24532; Margaret Whiting-The Crew Chiefs, Capitol 15278; Vic Damone, Mercury 5198; Dinah Shore, Columbia 38356.

10. CUANTO LE GUSTA — By Gabriel Ruiz and Ray Gilbert, Published by Peer (BMI)

From the MGM Film, "A Date With Judy."
Records available: B. Brown-Varsity Rhumba Band, Varsity 118; Carmen Miranda-The Andrews Sisters, Decca 24479; Xavier Cugat, Columbia 38239; Jack Smith-The Clark Sisters, Capitol 15280; Eve Young, Victor 20-3077.
(No information on electrical transcription libraries available as The Billboard goes to press.)

The following Christmas standards, which should have been included in the "Honor Roll of Hits," were omitted due to the temporary nature of their popularity and in order to allow for the inclusion of the regularly popular hit tunes: "White Christmas" (should have been in eighth position) and "Here Comes Santa Claus" (ninth position).

USE·THIS PAGE AS YOUR CHECK SHEET Here's a handy way to order and to re-order RCA Victor's top new hits!

RCA VICTOR STARS

On The
Billboard
"HONOR ROLL OF HITS"

☑ 1. **BUTTONS AND BOWS**
BETTY RHODES RCA Victor 20-3073

☑ 2. **ON A SLOW BOAT TO CHINA**
FREDDY MARTIN RCA Victor 20-3123

☐ 3. **MY DARLING, MY DARLING**
EVE YOUNG AND JACK LATHROP RCA Victor 20-3187

☐ 5. **ALL I WANT FOR CHRISTMAS**
SPIKE JONES AND HIS CITY SLICKERS RCA Victor 20-3177

☐ 7. **UNTIL**
TOMMY DORSEY RCA Victor 20-3061

☐ 8. **LAVENDER BLUE**
SAMMY KAYE RCA Victor 20-3100

☐ 9. **FAR AWAY PLACES**
PERRY COMO RCA Victor 20-3316

☐ 10. **CUANTO LE GUSTA**
EVE YOUNG RCA Victor 20-3077

The stars who make the hits are on
RCA VICTOR Records

RCA Victor Division, Radio Corporation of America, Camden, N. J.

... Mail your order to your RCA Victor distributor!

Name____________________

Street____________________

City________________ State________

Here they are—your first post-ban RCA VICTOR records!

☐	Far Away Places Missouri Waltz	PERRY COMO	RCA Victor 20-3316
☐	How Many Tears Must Fall Down By The Station	TOMMY DORSEY	RCA Victor 20-3317
☐	Joe Why Is It?	FRAN WARREN	RCA Victor 20-3318
☐	Red Roses For a Blue Lady Melancholy Minstrel	VAUGHN MONROE	RCA Victor 20-3319

This week's release!

✓ POPULAR

☐	Funny Little Money Man Pretty Baby	SAMMY KAYE	RCA Victor 20-3275
☐	Anticipation Without Realization Everybody's Friend But Nobody's Sweetheart	LOUIS PRIMA	RCA Victor 20-3276
☐	These Will Be The Best Years Of Our Lives From the Land of the Sky-Blue Waters	BUDDY MORENO CHARLIE SPIVAK	RCA Victor 20-3277
☐	Embryo A Jacquet for Jack the Bellboy	ILLINOIS JACQUET	RCA Victor 20-3278

✓ FOLK

☐	Wide Rollin' Plains You Ain't Where You Come From Now	ROSALIE ALLEN	RCA Victor 20-3279
☐	I Never See My Baby Alone Jealous Blues	JOHNNY TYLER	RCA Victor 20-3280
☐	Just For Me Won't You Ride In My Little Red Wagon	THE FRONTIERSMEN	RCA Victor 20-3281

✓ RHYTHM & BLUES

☐	Keep Your Big Mouth Shut Get It While You Can	JESSE STONE	RCA Victor 20-3282
☐	Why Don't You Do Right Knockin' Myself Out	LIL GREEN	RCA Victor 20-3283

✓ POP CLASSICS

☐	Drigo's Serenade Destiny—Waltz	HENRI RENÉ	RCA Victor 20-3284

✓ NEW AL GOODMAN ALBUM

☐ "The Vagabond King"
With Al Goodman and his Orchestra, Earl Wrightson, Frances Greer and The Guild Choristers. Album K-17

Overture to The Vagabond King *and* Love Me Tonight	RCA Victor 45-0062
Song of The Vagabonds *and* Huguette Waltz	RCA Victor 45-0063
Some Day *and* Nocturne	RCA Victor 45-0064
Only A Rose *and* Tomorrow	RCA Victor 45-0065

Laine's in the groove again!

WAIT 'TIL YOU HEAR HIS JUMP VERSION OF

"Rosetta"
NO. 5227
5¢

...WATCH THE NICKELS ROLL!

MERCURY
THE COMPANY THAT STARS THE ARTIST!
RECORDS

The Billboard MUSIC POPULARITY CHARTS PART II

Sheet Music

Based on reports received last three days of Week Ending December 17

BEST-SELLING SHEET MUSIC

Tunes listed are the national best sheet music sellers. List is based on reports received each week from all the nation's sheet music jobbers. Songs are listed according to greatest number of sales. (F) Indicates tune is in a film; (M) indicates tune is in legit musical. (R) indicates tune is available on records.

POSITION Weeks to date	Last Week	This Week		Publisher
18	1	1.	BUTTONS AND BOWS (F) (R)	Famous
9	2	2.	ON A SLOW BOAT TO CHINA (R)	Melrose
6	3	3.	MY DARLING, MY DARLING (M) (R)	E. H. Morris
7	4	4.	WHITE CHRISTMAS (R)	Berlin
5	5	5.	HERE COMES SANTA CLAUS (R)	Western
4	7	6.	A LITTLE BIRD TOLD ME (R)	Bourne
3	6	7.	LAVENDER BLUE (Dilly, Dilly) (F) (R)	Santly-Joy
8	11	8.	ALL I WANT FOR CHRISTMAS (R)	Witmark
8	10	9.	SANTA CLAUS IS COMIN' TO TOWN (R)	Feist
11	8	10.	YOU WERE ONLY FOOLIN' (R)	Shapiro-Bernstein
10	8	11.	UNTIL (R)	Dorsey Bros.
24	12	12.	A TREE IN THE MEADOW (R)	Shapiro-Bernstein
8	18	13.	WINTER WONDERLAND (R)	Bregman-Vocco-Conn
1	—	14.	FAR AWAY PLACES (R)	Laurel
34	18	15.	MY HAPPINESS (R)	Blasco
8	15	16.	GALWAY BAY (R)	Leeds
3	14	17.	CUANTO LA GUSTA (R)	Peer
17	17	18.	HAIR OF GOLD, EYES OF BLUE (R)	Mellin
2	16	19.	WHAT DID I DO? (R)	Triangle

Note: Due to the appearance on the Popularity Charts of Christmas standards, we are listing more than the usual 15 popular songs.

ENGLAND'S TOP TWENTY

POSITION Weeks to date	Last Week	This Week		English	American
11	1	1.	BUTTONS AND BOWS	Victoria	Famous
18	2	2.	WHEN YOU'RE IN LOVE	Bradbury Wood	Chappell
18	3	3.	MY HAPPINESS	Chappell	Blasco
15	4	4.	SO TIRED	Campbell-Connelly	Glenmore
34	8	4.	GALWAY BAY	Box and Cox	Leeds
32	6	5.	DREAM OF OLWEN	Lawrence Wright	Mills
8	5	6.	MAYBE YOU'LL BE THERE	Victoria	Triangle
20	7	7.	RAMBLING ROSE	Irwin Dash	Laurel Music
1	—	7.	CUCKOO WALTZ	Keith Prowse	Criterion
8	16	8.	CUANTO LA GUSTA	Southern	Peer
7	9	9.	ANYTHING I DREAM IS POSSIBLE	Reid	Laurel Music
18	13	10.	ALL DRESSED UP WITH A BROKEN HEART	Cinephonic	E. B. Marks
18	11	11.	YOU CALL EVERYBODY DARLIN'	E. H. Morris	Mayfair
8	10	12.	UNDERNEATH THE ARCHES	Campbell-Connelly	Robbins
5	8	13.	BALLIN' THE JACK	Francis Day	E. B. Marks
19	5	14.	YOU CAN'T BE TRUE, DEAR	Chappell	Biltmore
12	12	15.	LA VIE EN ROSE	Noel Gay	Harms, Inc.
4	14	16.	SABRE DANCE	Leeds	Leeds
3	—	17.	I'D LOVE TO LIVE IN LOVELAND	Sun	Bregman-Vocco-Conn
1	—	18.	HEART OF LOCHLOMOND	Unit	*

*Publisher not available as *The Billboard* goes to press.

CANADA'S TOP TUNES

Songs listed are sheet music best sellers in Canada. Listing is based on reports received from the seven largest retailers in the Dominion.

POSITION Weeks to date	Last Week	This Week	
9	1	1.	BUTTONS AND BOWS
7	8	2.	ON A SLOW BOAT TO CHINA
8	15	3.	LAVENDER BLUE (DILLY, DILLY)
23	3	4.	A TREE IN THE MEADOW
28	5		MY HAPPINESS
14	8	6.	HAIR OF GOLD, EYES OF BLUE
5	9	7.	GALWAY BAY
18	10	7.	TWELFTH STREET RAG
1	—	9.	SAY SOMETHING SWEET TO YOUR SWEETHEART
1	—	10.	A LITTLE BIRD TOLD ME
4	14	11.	WHITE CHRISTMAS
5	18	11.	HERE COMES SANTA CLAUS
5	4	13.	YOU WERE ONLY FOOLIN'
12	—	14.	BLUEBIRD OF HAPPINESS
2	—	15.	MY DARLING, MY DARLING

The Billboard MUSIC POPULARITY CHARTS

PART III

Billboard TRADE SERVICE FEATURE

Radio Popularity

Based on reports received last three days of Week Ending December 17

RECORDS MOST PLAYED BY DISK JOCKEYS

Records listed here in numerical order are those played over the greatest number of record shows. List is based on replies from weekly survey among 1,200 disk jockeys thruout the country. Unless shown in this chart, other available records of tunes listed here will be found in the Honor Roll of Hits, Music Popularity Chart, Part I. (F) Indicates tune is from a film; (M) indicates tune is from a legit musical.

POSITION Weeks to date	Last Week	This Week			Lic. By
4	5	1.	ALL I WANT FOR CHRISTMAS	S. Jones and His City Slickers........Victor 20-3177	ASCAP
7	2	2.	MY DARLING, MY DARLING	J. Stafford-G. MacRae and the Starlighters.........Capitol 15270	ASCAP
15	1	3.	BUTTONS AND BOWS	Dinah Shore.......Columbia 38284	ASCAP
9	3	4.	ON A SLOW BOAT TO CHINA	K. Kysar Ork-H. Babbitt-G. Woods.Columbia 38301	ASCAP
5	6	5.	A LITTLE BIRD TOLD ME	E. Knight-The Stardusters..........Decca 24514	ASCAP
5	6	6.	ON A SLOW BOAT TO CHINA	E. Howard Ork.........Mercury 5210	ASCAP
4	11	7.	MY DARLING, MY DARLING	D. Day-B. Clark.......Columbia 38353	ASCAP
7	4	8.	ON A SLOW BOAT TO CHINA	F. Martin Ork- G. Hughes........Victor 20-3123	ASCAP
16	7	9.	UNTIL	Tommy Dorsey Ork-H. Prime........Victor 20-3061	ASCAP
4	20	10.	FAR AWAY PLACES	M. Whiting and The Crew Chiefs.........Capital 15278	ASCAP
21	10	10.	TWELFTH STREET RAG	Pee Wee Hunt.........Capitol 15105	ASCAP

(S. Bechet & His New Orleans Feetwarmers, Victor 20-3120; Freddie Fisher, FM 301 & Regent 125; Liberace, Signature 15240; A. Smith & His Cracker-Jacks, MGM 10294; Eddie (Gim) Miller, Rainbow 70033; Jack Fina & Ork, MGM 10251; Varsity 106; B. Bishop Ork, Bullet 1061; N. Simons, Rego 1018; M. Herth Trio, Decca 24450; Varsity Ragtime Band, Varsity 106)

(Continued on page 92)

SONGS WITH MOST VOCAL AND INSTRUMENTAL PLUGS IN KEY AREAS (RH SYSTEM)

Tunes listed received the greatest number of key radio plugs according to information supplied by the Richard Himber (RH) logging system. Numerical point totals are computed as follows: 1 point per sustaining instrumental; 2 points per sustaining vocal; 3 points for commercial instrumental; 4 points per commercial vocal. Thus, commercial vocal carried in New York, Chicago and California would receive 12 points, etc.

Week of December 10-16

SI—Sustaining Instrumental
SV—Sustaining Vocal
CI—Commercial Instrumental
CV—Commercial Vocal

Songs	Publisher	Heard in N. Y. SI	SV	CI	CV	Heard in Chi SI	SV	CI	CV	Heard in Calif. SI	SV	CI	CV	Add. Sur. Pts.	Tot. Pts.
A Little Bird Told Me	Bourne	0	6	2	11	0	3	3	11	0	7	2	10	13	184
Buttons and Bows (Pale Face)	Famous	0	6	0	14	2	7	6	16	2	6	0	14	11	221
By the Way (When My Baby Smiles at Me)	B.V.C.	3	5	0	1	1	6	0	2	2	6	0	1		56
Cuanta La Gusta (Date With Judy)	Peer	1	2	1	6	3	6	6	7	0	6	1	8	6	124
Down Among the Sheltering Palms	Miller	8	15	0	6	10	12	8	6	6	10	0	7	2	212
Far Away Places	Laurel	2	12	0	7	1	6	0	6	4	7	0	5		123

(Continued on page 92)

SONGS WITH GREATEST RADIO AUDIENCES (ACI)

(Beginning Friday, December 10, 8 a.m., and ending Friday, December 17, 8 a.m.)

Tunes listed have the greatest audiences on programs heard on network stations in New York, Chicago and Los Angeles. List is based upon John G. Peatman's Audience Coverage Index. The index is projected upon radio logs made available to Peatman's ACI by the Accurate Reporting Service in New York, Radio Checking Service in Chicago, Radio Checking Service in Los Angeles. Listed are the top 10 (more in the case of ties) tunes alphabetically. The music checked is preponderantly (over 90 per cent) alive.

(F) Indicates tune is from a film. (M) indicates tune is from a legitimate musical. (R) indicates tune is available on records. In each instance the licensing agency controlling performance rights on the tune is indicated.

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The Top 30 Tunes (plus ties)

A Little Bird Told Me (R)	Bourne—ASCAP
Bella Bella Marie (F) (R)	Leeds—ASCAP
Bouquet of Roses (R)	Hill and Range—BMI
Buttons and Bows (F) (R)	Famous—ASCAP
Cuanta Le Gusta (R)	Peer—BMI
Down Among the Sheltering Palms (R)	Miller—ASCAP
Far Away Places (R)	Laurel—A CAP
For You (R)	Witmark— AP
Hair of Gold, Eyes of Blue (R)	Mellin—BMI- AP
Here I'll Stay (M) (R)	Chappell— AP
Hold Me (R)	Robbins— AP
I Still Get a Thrill (R)	Words and Music— \P
Lavender Blue (F) (R)	Santly-Joy— .P
Little Jack Frost Get Lost (R)	Henry Spitzer—
Maybe You'll Be There (R)	Kramer-Whitney—
My Darling, My Darling (M) (R)	E. H. Morris—
My Happiness (R)	Blasco—AS
On a Slow Boat to China (R)	Melrose—AS
One Sunday Afternoon (R) (F)	Remick—AS
Powder Your Face With Sunshine (R)	Lombardo—AS
Pretty Baby (R)	Remick—AS
Say It Isn't So (R)	Berlin—AS
Say Something Sweet to Your Sweetheart (R)	Mills—AS
That Certain Party (R)	Bourne—AS
The Night Has a Thousand Eyes (R)	Paramount—AS(
Until (R)	Dorsey Bros.—AS(

(Continued on page 30)

Another Smash
DECCA DOUBLE

FOR THE FIRST TIME TOGETHER on ONE RECORD!

AL JOLSON
and the
MILLS BROTHERS

SINGING
"DOWN AMONG THE SHELTERING PALMS"
And
"IS IT TRUE WHAT THEY SAY ABOUT DIXIE?"

DECCA 24534

Single Records 75¢ each (plus tax)

ORDER TODAY!

DECCA RECORDS

America's Fastest Selling Records!

RCA VICTOR
offers the perfect blend
2 SMASH HITS ON 1 RECORD

"MORE BEER"
by
LAWRENCE
DUCHOW
AND HIS
RED RAVEN ORCHESTRA
WITH JOHNNY OLSEN AND
CHORUS
AND
"SPIDER HOP" WITH JOE BIVIANOS
And The RCA VICTOR Accordion Orchestra

ON RCA VICTOR RECORDS
No. 20-3227

RCA VICTOR RECORDS

Hello! I'm Ray Dorey—Have you heard my latest GOLD MEDAL Record of "TOO MANY KISSES" and "IT ISN'T FAIR"? I think you'll like it!

GOLD MEDAL
#943

I'd like to thank Joe Grady and Ed Hurst of WPEN; Bob Clayton, Fred B. Cole and Bob Elliott of WHDH; Sherm Feller, WEEI; Bob Moore, WLAW; Jay McMasters, WMEX; Art Tacker, WTAO; Bill Hahn, WNAC; Ranny Weeks, WCOP; Mac McGuire, WIP; Hal Moore, WCAU; Leroy Miller, WFIL; Doug Arthur, WIBG; Stu Wayne, KYW, and the hundreds of other DJ's all over the country who have helped to make my GOLD MEDAL record of "GIVE ME YOUR LOVE FOR CHRISTMAS" and "TELL ME WHY" such a smash hit.

Sincerely,
RAY DOREY*

DISTRIBUTORS!
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The Billboard MUSIC POPULARITY CHARTS

PART IV

Billboard TRADE SERVICE FEATURE

Retail Record Sales

Based on reports received last three days of Week Ending December 17

BEST-SELLING POPULAR RETAIL RECORDS

Records listed are those selling best in the nation's retail record stores (dealers) List is based on The Billboard's weekly survey among 4,870 dealers in all sections of the country. Records are listed numerically according to greatest sales (F) indicates tune is in a film; (M) indicates tune is in a legit musical The B side of each record is listed in italic.

POSITION Weeks to date	Last Week	This Week		
14	1	1.	BUTTONS AND BOWS *Daddy-O*	Dinah Shore Columbia 38284—ASCAP
5	3	2.	ALL I WANT FOR CHRISTMAS *Happy New Year*	S. Jones and His City Slickers Victor 20-3177—ASCAP
10	2	3.	ON A SLOW BOAT TO CHINA *In the Market Place of Old Monterey*	Kay Kyser Ork-H. Babbitt-G. Woods. Columbia 38301—ASCAP
6	5	4.	A LITTLE BIRD TOLD ME *Brush Those Tears From Your Eyes*	E. Knight-The Stardusters Decca 24514—ASCAP
6	4	5.	MY DARLING, MY DARLING *Girls Were Made To Take Care of Boys*	J. Stafford-G. MacRae and The Starlighters Capitol 15270—ASCAP
5	6	6.	ON A SLOW BOAT TO CHINA *Czardie*	F. Martin Ork-G. Hughes Victor 20-3123—ASCAP
6	11	7.	WHITE CHRISTMAS *God Rest You Merry, Gentlemen* (The Ravens, National 9036; F. Sinatra, Columbia 38257; B. Doyle-R. Bloch's Ork, Signature 15058; G. Fields, London 300; E. Howard Ork, Mercury 5216; G. Jenkins Ork-B. Carroll, Capitol 15202; V. Damone, Mercury 5178; J. Stafford & Lyn Murray Singers-P. Weston Ork, Capitol 15200; W. Tuttle, Capitol 15206; Mel-Tones, Jewel O-4000; F. Waring & His Pennsylvanians, Decca 24500; Phil Brito, Musicraft 517)	B. Crosby Decca 23778—ASCAP

WARNING! In utilizing these charts for buying purposes readers are urged to pay particular attention to information listed which shows the length of time a record has been on the chart, and whether a record's popularity has increased or decreased. This data is shown in the left hand columns under the headings: "Weeks to Date," "Last Week" and "This Week." If a record has had an unusually long run, or if its current position "this week" versus "last week" shows a sharp drop, readers should buy with caution.

POSITION Weeks to date	Last Week	This Week		
9	10	8.	BUTTONS AND BOWS *San Antonio*	The Dinning Sisters and Art Van Damme Quintet Capitol 15184—ASCAP
16	12	9.	UNTIL *After Hour Stuff*	Tommy Dorsey Ork.-H. Prime Victor 20-3061—ASCAP
6	7	10.	MY DARLING, MY DARLING *That Certain Party*	D. Day-B. Clark Columbia 38353—ASCAP
13	13	11.	YOU WERE ONLY FOOLIN' *It's Easy When You Know How*	Blue Barron. MGM 10185—ASCAP
8	18	12.	LAVENDER BLUE *Down Among the Sheltering Palms*	S. Kaye Ork. Victor 20-3100—ASCAP
6	14	13.	ON A SLOW BOAT TO CHINA *I'd Love To Live in Loveland*	E. Howard Ork Mercury 5210—ASCAP
3	6	14.	HERE COMES SANTA CLAUS *An Old-Fashioned Tree* (J. Rogers & His '49-ers, Victor 20-3243; C. Stone & Ork, Capitol 15205)	G. Autry. Columbia 20377—ASCAP
24	9	15.	TWELFTH STREET RAG *Somebody Else Not Me* (S. Bechet & His New Orleans Feetwarmers, Victor 20-3120; Freddie Fisher, FM 101 & Regent 125; Liberace, Signature 15240; A. Smith & His Cracker-Jacks, MGM 10294; Eddie (Oim) Miller, Rainbow 70033; Jack Fina & Ork, MGM 10251; Varsity 106; B. Bishop Ork, Bullet 1061; N. Simons, Rego 1016; M. Herth Trio, Decca 24450; Varsity Ragtime Band, Varsity 106)	Pee Wee Hunt Capitol 15105—ASCAP
1	—	16.	POWDER YOUR FACE WITH SUNSHINE One *Sunday Afternoon* (P. Scala & His Banjo & Accordion Ork-The Keynotes, London 367; D. Byron-T. Black Ork, Dana 2031)	E. Knight-The Stardusters Decca 24530
9	21	17.	CUANTO LA GUSTA *The Matador*	C. Miranda-The Andrews Sisters Decca 24479—BMI
4	20	18.	SO TIRED *I Hear Music* (N. Donovan, DeLuxe 1165; K. Starr Ork, Capitol 15314; W. Scott, Super Disc 1059)	R. Morgan. Decca 24449—ASCAP Decca 24521—ASCAP
4	[illegible]	19.	SWEET GEORGIA BROWN *Margie* (C. Jones & His Kentucky Corn Crackers, Rondo R-152; W. Gray-V. Musso, Modern 20-611; R. Murphy, Majestic 1271; B. Strong Ork, Tower 1256; J. Liggins Honeydrippers, Exclusive 271; Whistling Mr. Jones, National 9063)	Brother Bones and His Shadows TR 652—ASCAP
7	20	20.	ON A SLOW BOAT TO CHINA *By the Way*	A. Lund. MGM 10269—ASCAP
6	19	21.	ON A SLOW BOAT TO CHINA *I Hate To Lose You*	B. Goodman Ork-A. Hendrickson Capitol 15208—ASCAP
4	23	22.	BUTTONS AND BOWS *I Still Get a Thrill*	Betty Rhodes-H. Zimmerman Ork Victor 20-3078—ASCAP
4	16	23.	A LITTLE BIRD TOLD ME *Pretty Papa*	P. Watson Supreme S-1507—ASCAP
4	22	24.	YOU WERE ONLY FOOLIN' *While I Was Falling in Love*	The Ink Spots Decca 24507—ASCAP
1	—	25.	CUANTO LA GUSTA *Cornbelt Symphony*	J. Smith and The Clark Sisters Capitol 15280—BMI
20	14	26.	MAYBE YOU'LL BE THERE *Dark Eyes* (J. Fina Ork, Mercury 5180; Varsity 102; Varsity Ork-Frank & Chorus, Varsity 102; Jack Carroll-David Rhodes Ork, National 9033; E. Howard Ork, Mercury 5214)	Gordon Jenkins Decca 24403—ASCAP
1	—	27.	FAR AWAY PLACES *My Own True Love*	M. Whiting and the Crew Chiefs Capitol 15278—ASCAP
5	—	28.	BOUQUET OF ROSES *Texarkana Baby* (D. Haymes-The Troubadours, Decca 24506; R. Turner & the Westerners, Varsity 8001; J. Wakely, Capitol 40107)	Eddy Arnold, the Tennessee Plowboy and His Guitar Victor 20-2806—BMI

(Continued on page 33)

The Billboard MUSIC POPULARITY CHARTS

PART IV

Retail Record Sales

Based on reports received last three days of Week Ending December 17

BEST-SELLING CHILDREN'S RECORDS

Records listed are those children's records selling best in the nation's retail record stores (dealers), according to The Billboard's weekly dealer survey. Records are listed according to greatest sales.

POSITION Weeks to date	Last Week	This Week	Record	Artist	Label
28	4	1.	LITTLE TOOT (One Record)	Don Wilson-The Starlighters	Capitol DAS-80
28	3	2.	BOZO AT THE CIRCUS (Two Records)	Billy May with Ork-Vance "Pinto" Colvig	Capitol BBX-34
13	1	3.	BOZO UNDER THE SEA (Two Records)	Vance "Pinto" Colvig-Billy May Ork	Capitol DBX-99
17	2	4.	BUGS BUNNY AND THE TORTOISE (Two Records)	Mel Blanc-Billy May	Capitol DBX-93
1	—	5.	RUDOLPH, THE RED NOSED REINDEER (Two Records)	Paul Wing	Victor Y-353
3	6	6.	'TWAS THE NIGHT BEFORE CHRISTMAS (One Record)	M. Cross	Victor Y-20—Victor 45-S106
3	—	7.	LITTLEST ANGEL (Three Records)	L. Young	Decca 399
28	5	8.	BUGS BUNNY (Three Records)	Mel Blanc	Capitol CC-64
17	13	9.	JOHNNY APPLESEED (Three Records)	Dennis Day	Victor P-368
9	8	10.	BAMBI ALBUM (Three Records)	S. Temple-Chorus; P. Smith, director	Victor Y-395
23	10	11.	UNCLE REMUS (Three Records)	Johnny Mercer and Original Cast	Capitol CC-40
22	11	12.	BOZO AND HIS ROCKET SHIP (Two Records)	Billy May with Ork-Vance "Pinto" Colvig	Capitol BBX-65
8	12	13.	LITTLE ORLEY-UNCLE LUMPY ALBUM (Two Records)	Fred Waring and Pennsylvanians	Decca CUS-7
14	—	14.	GENIE, THE MAGIC RECORD (One Record)	Peter Lind Hayes	Decca CU-102
6	—	15.	LITTLE ENGINE THAT COULD (Two Records)	Paul Wing	Victor Y-341

BEST-SELLING RECORDS BY CLASSICAL ARTISTS

Records listed are those classical and semi-classical records selling best in the nation's retail record stores (dealers), according to The Billboard's weekly record dealer survey. Records are listed according to greatest sales.

POSITION Weeks to date	Last Week	This Week	Record	Artist	Label
47	1	1.	Bluebird of Happiness	Jan Peerce, RCA Victor Ork; S. Levin, director	Victor 11-9007, Victor 10-1454, Victor 18-1074
2	4	2.	Stille Nacht, Heilige Nacht	Madame Schumann-Heink	Victor 6723
164	1	3	Clair de Lune	Jose Iturbi	Victor 11-8851
1	—	4.	Faithfully Yours	Sigmund Romberg	Victor 11-9222
12	—	4.	Ave Maria	Marian Anderson	Victor 14210

BEST-SELLING RECORD ALBUMS BY CLASSICAL ARTISTS

Albums listed are those classical and semi-classical albums selling best in the nation's retail record stores (dealers), according to The Billboard's weekly record dealer survey. Albums are listed according to greatest sales.

POSITION Weeks to date	Last Week	This Week	Album	Artist	Label
3	1	1.	I Can Hear It Now Album (Five Records)	Edward R. Murrow, Narrator	Columbia MM-800
2	2	2.	Christmas Hymns and Carols (Four Records)	Robert Shaw and The Victor Choral Group	Victor MO-1077
15	—	3.	Chopin's Favorites (Three Records)	First Piano Quartet	Victor MO-1227
[illegible]	—	4.	Violin Selections (Two Records)	David Orstrakh	Mercury DM-27
2	5	4.	Encores	First Piano Quartet	Victor MO-1263
2	—	4	Rimsky Korsakov: Scheherazade Album	San Francisco Symphony Ork, Pierre Monteaux, conductor	Victor DM-920

BEST-SELLING POPULAR RECORD ALBUMS

Albums listed are those selling best in the nation's retail record stores (dealers). List is based on The Billboard's weekly survey among 4,970 dealers in all sections of the country. Albums are listed numerically according to greatest sales.

POSITION Weeks to date	Last Week	This Week	Album	Artist	Label
8	1	1	MERRY CHRISTMAS ALBUM (Four Records)	B. Crosby	Decca A-550
4	2	2.	'TWAS THE NIGHT BEFORE CHRISTMAS (Four Records)	Fred Waring	Decca 480
3	4	3.	MERRY CHRISTMAS MUSIC (Four Records)	Perry Como	RCA P-161
3	7	4.	CHRISTMAS MUSIC (Three Records)	Ken Griffin	Broadcast G-500
5	3	5	ROSES IN RHYTHM (Four Records)	F. Carle	Columbia C-174
2	16	6.	COMIN' ROUND THE MOUNTAIN ALBUM	D. Shay-M. Ayres Ork	Columbia C-171
103	8	7.	GLENN MILLER (Four Records)	Glenn Miller	Victor P-148
6	9	8.	DUSTY MANUSCRIPTS ALBUM (Four Records)	S. Kaye-D. Cornell-L. Leslie-Three Kaydets-Kay Choir	Victor P-228
2	5	9.	CHRISTMAS CAROLS (Three Records)	P. Spitalny-Hour of Charm and the All-[illegible] Ork	[illegible] Record No. 1
4	—	10.	NORMAN GRANZ: JAZZ AT THE PHILHARMONIC VOL. VIII ALBUM (Three Records)	L. Jacquet-F. Phillips-B. Harris-H. McGhee-J. Jones-R. Brown-H. Jones	Mercury JATP Vol. 8

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TOP TUNES from "WHEN MY BABY SMILES AT ME!"

(Twentieth-Century Fox Picture)

WHEN MY BABY SMILES AT ME — TED LEWIS
She's Funny That Way — Decca 23916

PRETTY BABY — BING CROSBY
Swingin' Down the Lane — Decca 24515

THE BIRTH OF THE BLUES — BING CROSBY
The Waiter and the Porter and the Upstairs Maid (with Mary Martin & Jack Teagarden) — Decca 25408

THE BIRTH OF THE BLUES — GUY LOMBARDO
Stormy Weather — Decca 24531

THE BIRTH OF THE BLUES — HARRY RICHMAN
Singing a Vagabond Song — Decca 24389

WHAT DID I DO? — DICK HAYMES and ANDREWS SISTERS
I'd Love to Call You My Sweetheart — Decca 24504

BY THE WAY — DICK HAYMES
Whisper a Word of Love — Decca 24493

SAY SI SI — ANDREWS SISTERS
Tico-Tico — Decca 25098

THE DAUGHTER OF ROSIE O'GRADY — PHIL REGAN
That Tumble Down Shack in Athlone — Decca 3595

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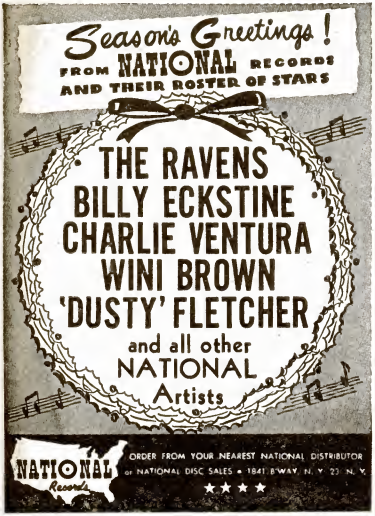

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CHARLIE VENTURA
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and all other
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The Billboard MUSIC POPULARITY CHARTS PART V

Juke Box Record Plays

Billboard BASIC SERVICE FEATURE

Based on reports received last three days of Week Ending December 17

MOST-PLAYED JUKE BOX RECORDS

Records listed are those receiving the greatest play in the nation's juke boxes. List is based on The Billboard's weekly survey among 3,658 operators in all sections of the country. Listed under the title of each of the most played records are other available recordings of the same tune. Unless shown in this chart other available records of tunes listed here will be found in the Honor Roll of Hits Music Popularity Chart, Part 1.

POSITION Weeks to date	Last Week	This Week		
13	1	1.	BUTTONS AND BOWS	Dinah Shore ....Columbia 38284—ASCAP
10	2	2.	ON A SLOW BOAT TO CHINA	K. Kyser Ork-H. Babbitt-G. Woods..Columbia 38301—ASCAP
6	3	3.	A LITTLE BIRD TOLD ME	E. Knight-The Stardusters..........Decca 24514—ASCAP
5	4	4.	MY DARLING, MY DARLING	J. Stafford-G. MacRae and Starlighters..Capitol 15270—ASCAP
7	6	5.	ON A SLOW BOAT TO CHINA	F. Martin G. Hughes..................Victor 20-3123—ASCAP
6	7	6.	BUTTONS AND BOWS	The Dinning Sisters and Art Van Damme Quintet....................Capitol 15184—ASCAP
4	5	7.	A LITTLE BIRD TOLD ME	P. Watson ....Supreme S-1507—ASCAP
3	17	8.	ALL I WANT FOR CHRISTMAS	S. Jones and His City Slickers............Victor 20-3177—ASCAP
5	10	9.	ON A SLOW BOAT TO CHINA	E. Howard Ork...................Mercury 5210—ASCAP
24	8	10.	TWELFTH STREET RAG	Pee Wee Hunt ....Capitol 15105—ASCAP (S. Bechet & His New Orleans Feetwarmers, Victor 20-3120; Freddie Fisher, FM 301 & Regent 125; Liberace, Signature 15240; A. Smith & His Cracker-Jacks, MGM 10294; Eddie (Gimi) Miller, Rainbow 70033; Jack Fina & Ork, MGM 10251; Varsity 106; B. Bishop Ork, Bullet 1060; N. Simons, Rego 1016; M. Herth Trio, Decca 24450. Varsity Ragtime Band, Varsity 106)
6	11	11.	MY DARLING, MY DARLING	D. Day-B. Clark.......Columbia 38353—ASCAP
7	12	12.	YOU WERE ONLY FOOLIN'	Blue Barron..MGM 10185—ASCAP
8	15	13.	ON A SLOW BOAT TO CHINA	B. Goodman Ork-A. Hendrickson ....Capitol 15208—ASCAP
3	14	14.	ON A SLOW BOAT TO CHINA	A. Lund.....MGM 10269—ASCAP

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POSITION Weeks to date	Last Week	This Week		
3	20	15.	WHITE CHRISTMAS	B. Crosby....Decca 23778—ASCAP (The Ravens, National 9063; F. Sinatra, Columbia 38257; B. Doyle-R. Bloch's Ork, Signature 15056; G. Fields, London 300; E. Howard Ork, Mercury 5216; G. Jenkins Ork-B. Carroll, Capitol 15202; V. Damone, Mercury 5178; J. Stafford & Lyn Murray Singers-P. Weston Ork, Capitol 15200; W. Tuttle, Capitol 15206; Mel-Tones, Jewel O-4000; F. Waring & His Pennsylvanians, Decca 24500; Phil Brito, Musicraft 517)
3	30	16.	YOU WERE ONLY FOOLIN'	The Ink Spots..Decca 24507—BMI
12	—	17.	UNTIL	Tommy Dorsey Ork-H. Prime............Victor 20-3061—ASCAP
5	16	18.	GLORIA	Mills Brothers ....Decca 24509—ASCAP (R. Anthony Ork, Signature 15213; R. Deauville, Mercury 5193; Four Gabriels, World 2505, B. Hayward-B. Baker Ork, Exclusive 216; B. Clark-The Modernaires-The Skylarks, Columbia 38352; Varsity Ork, Varsity 111)
1	—	19.	SWEET GEORGIA BROWN	Brother Bones and His Shadows. ....TR 652—ASCAP (C. Jones & His Kentucky Corn Crackers, Rondo R-152; W. Gray-V. Musso, Musso, Modern 20-611; R. Murphy, Majestic 1271; B. Strong Ork, Tower 1255; J. Liggins Honeydrippers, Exclusive 271; Whistling Mr. Jones, National 9063)
3	23	20.	LAVENDER BLUE	S. Kaye Ork.........Victor 20-3100—ASCAP
25	9	20.	MAYBE YOU'LL BE THERE	Gordon Jenkins..........Decca 24403—ASCAP (J. Fina Ork, Mercury 5160; Varsity 102; Varsity Ork-Frank & Chorus, Varsity 102; Jack Carroll-David Rhodes Ork, National 9033; E. Howard Ork, Mercury 5214)
6	18	22.	BRUSH THOSE TEARS FROM YOUR EYES	E. Knight-The Stardusters..........Decca 24514—ASCAP (B. Clark-The Modernaires-The Skylarks, Columbia 38364; R. Deauville, Mercury 5203; A. Foster, Regent 134; T. Martin, DeLuxe 1182; F. Willing, Capitol 15290; B. Green, Rainbow 10090)
5	26	23.	ONE HAS MY NAME	J. Wakely and Cowboy Band.............Capitol 15162—BMI (Slim Duncan, Columbia 20491; R. Perkins & His Kentucky Redheads, DeLuxe 5047; Texas Jim Lewis & His Lone Star Cowboys, Exclusive 45X; D. Dyson & His Musical Texans, Tri-State 116; B. Eberle-Sunshine Serenaders, Decca 24462; E. Dean, Crystal 132)
3	30	24.	YOU WERE ONLY FOOLIN'	K. Starr.........Capitol 15226—ASCAP
1	—	25.	ON A SLOW BOAT TO CHINA	L. Clinton Ork ....Decca 24482—ASCAP
9	30	25.	SO TIRED	R. Morgan Ork...........Decca 24521—ASCAP (N. Donovan, DeLuxe 1186; K. Starr Ork, Capitol 15314; W. Scott, Super Disc. 1059)
23	13	27	A TREE IN THE MEADOW	Margaret Whiting.. ....Capitol 15122—ASCAP (B. Brown-Varsity Ork, Varsity 108; P. Fennelly, MGM 10211; B. Johnson, Columbia 38278; J. Laurene, Mercury 5148; B. Lester, Rainbow 70015; M. Lewis-Ames Brothers, Decca 24411; Joe Loss Ork, Victor 20-2985)
3	—	28.	BUTTONS AND BOWS	Betty Rhodes-H. Zimmerman Ork........Victor 20-3078—ASCAP
20	—	29	BOUQUET OF ROSES	Eddy Arnold, the Tennessee Plowboy and His Guitar.....................Victor 20-2806—BMI (D. Haymes-The Troubadours, Decca 24508; R. Turner & the Westerners, Varsity 6001; J. Wakely, Capitol 40107)
3	—	29.	BUTTONS AND BOWS	G. Autry..Columbia 20469—ASCAP
3	23	29.	BUTTONS AND BOWS	B. Garrett-H. Mooney Ork.................MGM 10244—ASCAP

SONGS WITH GREATEST RADIO AUDIENCES

(Continued from page 27)

You Call Everybody Darlin' (R)	Mayfair—ASCAP
You Came a Long Way From St. Louis (R)	Jewel—ASCAP
You Started Something (R)	BMI—BMI
You Were Only Fooling (R)	Shapiro-Bernstein—ASCAP

The Billboard MUSIC POPULARITY CHARTS

PART VI

Race Records

Based on reports received last three days of Week Ending December 17

BEST-SELLING RETAIL RACE RECORDS

Records listed are race records that sold best in stores according to The Billboard's special weekly survey among a selected group of retail stores, the majority of whose customers purchase race records

POSITION Weeks to date	Last Week	This Week			
3	8	1.	BEWILDERED	A. Milhurn	Aladdin 3018—ASCAP
7	11	2.	A LITTLE BIRD TOLD ME	P. Watson	Supreme S-1507—ASCAP
5	3	2.	CHICKEN SHACK BOOGIE	A. Milhurn	Aladdin 3014—ASCAP
5	2	4.	BEWILDERED	R. Miller Trio	Bullet 295—ASCAP
9	1	5.	LONG ABOUT MIDNIGHT	R. Brown Mighty, Mighty Men	De Luxe 1154—ASCAP
2	11	5.	TREES	A. Hibbler	Miracle M-501—ASCAP
15	5	7.	CORN BREAD	Hal Singer Sextette	Savoy 671—BMI
3	9	8.	MERRY CHRISTMAS BABY	J. Moore's Three Blazers	Exelusive 63X—BMI
1	—	9.	TEXAS HOP	Pee Wee Crayton	Modern
1	—	10.	THAT'S YOUR LAST BOOGIE	J. Swift-J. Otis Ork	Exclusive 51X
10	7	11.	BLUES AFTER HOURS	Pee Wee Crayton	Modern 20-624—BMI
9	4	12.	BLUES FOR THE RED BOY	Todd Rhodes	King 4240
1	—	12.	UP ABOVE MY HEAD, I HEAR MUSIC IN THE AIR	Sister Rosetta Tharpe-M. Knight-S. Price Trio	Decca 48090—BMI
29	—	14.	LONG GONE	Sonny Thompson	Miracle M-126—ASCAP
1	—	15.	I LIKE IT	Ivory Joe Hunter Ork	King 4255—BMI
9	—	15.	IT'S TOO SOON TO KNOW	D. Washington	Mercury 6107—ASCAP
1	—	15.	BOOGIE WOOGIE SANTA CLAUS	M. Scott	Exclusive 75X

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MOST-PLAYED JUKE BOX RACE RECORDS

Records listed are race records most played in juke boxes according to The Billboard's special weekly survey among a selected group of juke box operators whose locations require race records.

POSITION Weeks to date	Last Week	This Week			
5	2	1.	CHICKEN SHACK BOOGIE	A. Milhurn	Aladdin 3014—ASCAP
6	1	2.	BEWILDERED	Red Miller Trio	Bullet 295—ASCAP
8	4	3.	LONG ABOUT MIDNIGHT	R. Brown Mighty, Mighty Men	De Luxe 3154—BMI
8	6	4.	BLUES AFTER HOURS	Pee Wee Crayton	Modern 20-624—BMI
2	10	5.	BEWILDERED	A. Milburn	Aladdin 3018—ASCAP
29	—	6.	LONG GONE	Sonny Thompson	Miracle M-126—ASCAP
17	7	7.	CORN BREAD	Hal Singer Sextette	Savoy 671—BMI
7	8	8.	PLEASING YOU	L. Johnson	King 4245—BMI
1	—	8.	IT TOOK A LONG, LONG TIME	A. Milburn	Aladdin 3014—ASCAP
1	—	8.	IT'S GONNA BE A LONELY CHRISTMAS	The Orioles	Jubilee 5001—ASCAP
1	—	8.	SILENT NIGHT	The Ravens	National 9063
14	13	12.	AM I ASKING TOO MUCH?	Dinah Washington	Mercury 8095—ASCAP
1	—	12.	PETTIN' AND POKIN'	L. Jordan and His Tympany Five	Decca 24257—ASCAP
8	11	14.	DADDY-O	L. Jordan Ork-M. Davis	Decca 24502—ASCAP
4	3	15.	A LITTLE BIRD TOLD ME	P. Watson	Supreme S-1507—BMI
2	—	15.	MERRY CHRISTMAS BABY	J. Moore's Three Blazers	Exelusive 63X—BMI
6	12	15.	MY FAULT	Brownie McGhee	Savoy 5551
1	—	15.	THAT'S YOUR LAST BOOGIE	J. Swift-J. Otis Ork	Exclusive 51X

ADVANCE RACE RECORD RELEASES

Bewildered
Studs Henderson Ork (Low Down) Capitol 15332
Blue Moods
J. Liggins & His Honeydrippers (I've Got) Exclusive 68X
Chicago
Eddie (Gin) Miller (Hold Me) Rainbow 70055
***Crowing Rooster**
L. Johnson (I Did) Victor 20-3296
Easy Goin' Mama
Big Sis Andrews & Her Blues Busters (It's a) Capitol 15334
Evening
J McVea Ork (Fish for) Exclusive 70X
Exhilarated, Exasperated, Exhausted
P. Flowers (Just You) Victor 20-3297
Fish for Supper
J. McVea Ork (Evening) Exclusive 70X
Good Woman Blues
Tab Smith Ork (Riffin' at) Manor 1162
Hold Me
Eddie (Gin) Miller (Chicago) Rainbow 70055
***I Did All I Could**
L. Johnson (Crowing Rooster) Victor 20-3296
It's a Shame To Take the Money
Big Sis Andrews & Her Blues Busters (Easy Goin') Capitol 15334
I've Got a Right To Cry
J. Liggins & His Honeydrippers (Blue Moods) Exclusive 68X
Jades of Green
V. Greene & Her Trio (Love Me) Mercury 8113
Just in Case You Change Your Mind
D. Watson & the Brown Dots (Let's Give) Manor 1163
Just You, Just Me
P. Flowers (Exhilarated, Exasperated) Victor 20-3297
Let's Give Love Another Chance
D. Watson & the Brown Dots (Just in) Manor 1163
Love Me, Love Me, Love Me or Leave Me
V. Greene & Her Trio (Jades of) Mercury 8111
Low Down Dog
Studs Henderson Ork (Bewildered) Capitol 15332
Ramona
Eddie (Gin) Miller (Whispering) Rainbow 70033
Riffin' at the Savoy
Tab Smith Ork (Good Woman) Manor 1182
Snuff Dippin' Mama
J. Moore's Three Blazers (Where Can) Exclusive 69X
Where Can I Find My Baby?
J. Moore's Three Blazers (Snuff Dippin') Exclusive 69X
Whispering
Eddie (Gin) Miller (Ramona) Rainbow 700333

THE GAL WHO TURNS THE HITS TO GOLD!

DINAH SHORE
SINGING
LAVENDER BLUE
So Dear to My Heart
COLUMBIA 38299

RIDING HIGH

BUTTONS and BOWS
Daddy-O Dinah Shore 38284

ON A SLOW BOAT TO CHINA
In the Market Place of Old Monterey Kay Kyser 38301

MY DARLING, MY DARLING
THAT CERTAIN PARTY Doris Day and Buddy Clark 38353

I'VE GOT MY LOVE TO KEEP ME WARM
I'M A-TELLIN' YOU, SAM Les Brown 38324

CUANTO LE GUSTA
Take It Away Xavier Cugat 38239

HEAR THE GREAT ARTISTS AT THEIR BEST ON
Columbia Records
Trade-marks "Columbia" and Reg. U. S. Pat. Off.

The Billboard MUSIC POPULARITY CHARTS

PART VII

Folk Record Section

Based on reports received last three days of Week Ending December 17

MOST-PLAYED JUKE BOX FOLK RECORDS

Records listed are hillbilly records most played in juke boxes according to The Billboard's special weekly survey among a selected group of juke box operators whose locations require folk records.

POSITION Weeks to date	Last Week	This Week	Title	Artist, Label
31	2	1.	BOUQUET OF ROSES	Eddy Arnold, the Tennessee Plowboy and His Guitar..........Victor 20-2806—BMI
17	1	2.	ONE HAS MY NAME	Jimmy Wakely..Capitol 15162—BMI
6	6	3.	A HEART FULL OF LOVE	Eddy Arnold..Victor 20-3174—BMI
17	3	4.	JUST A LITTLE LOVIN'	Eddy Arnold, the Tennessee Plowboy and His Guitar..........Victor 20-3013—BMI
8	5	5.	I LOV' YOU SO MUCH IT HUR'	J. Wakely and Cowboy Band............Capitol 15243—BMI
6	4	5.	THEN I TURNED AND WALKED SLOWLY AWAY	E. Arnold....Victor 20-3174—BMI

WARNING! In utilizing these charts for buying purposes readers are urged to pay particular attention to information listed which shows the length of time a record has been on the chart, and whether a record's popularity has increased or decreased. This data is shown in the left hand columns under the headings: "Weeks to Date," "Last Week" and "This Week." If a record has had an unusually long run, or if its current position "this week" versus "last week" shows a sharp drop, readers should buy with caution.

POSITION Weeks to date	Last Week	This Week	Title	Artist, Label
4	13	7.	HERE COMES SANTA CLAUS	G. Autry.Columbia 20377—ASCAP
10	8	8.	TENNESSEE SATURDAY NIGHT	Red Foley-The Cumberland Valley Boys.....Decca 46136—BMI
1	—	9.	GUITAR BOOGIE	A. Smith and His Cracker Jacks..........MGM 10293—ASCAP
9	10	9.	I LOVE YOU SO MUCH IT HURTS	Floyd Tillman..........Columbia 20430—BMI
14	7	11	LIFE GETS TEE-JUS, DON'T IT?	C. Robison...MGM 10224—ASCAP
1	—	12.	LITTLE COMMUNITY CHURCH	B. Monroe and His Blue Grass Quartet........Columbia 20488
1	—	12.	'FORE DAY IN THE MORNING	R. Brown........De Luxe 3198
10	—	14.	MY DADDY IS ONLY A PICTURE	Eddy Arnold, the Tennessee Plowboy and His Guitar..........Victor 20-3013—BMI
26	—	14.	TEXARKANA BABY	Eddy Arnold, the Tennessee Plowboy and His Guitar..........Victor 20-2806—BMI

FOLK TALENT AND TUNES

By Johnny Sippel

Wayne Raney, of XERF, Del Rio, Tex., has inked a long-term paper with King Records. He also has signed a contract with Lois Publishing Company, King affiliate. Raney already has been released on 12 sides by King. . . . Helen and Toby moved from Kirksville, Mo., to KWLT, Lebanon, Mo., where they are producing a Saturday night barn dance, part of which is aired by the station. Starting December 4, the weekly jamborees have featured Ken Corbett and Sonny, Missouri Mountaineers, Ralph Wrinkle and the Troubadours, Wee Willie Wilson's Ozark Ramblers, Charlie Jones and His Missouri Mountaineers and six amateur acts. . . . Slim Bryant, KDKA, Pittsburgh, and His Wildcats, who had several Majestic sides released on Mercury, start 75 dates for International Harvester soon. Bryant expects to cut 18 sides for the NBC Thesaurus e. t. series now that the ban is over. . . . Kenny Roberts, WLW, Cincinnati, yodeler, has a forthcoming folio under Country Music banner. . . . Pee Wee (*Tennessee Waltz*) King has a regular Monday night show on the new Louisville video station called *The Pee Wee King Show*. . . . Famous Lashua has switched from KDAL, Duluth, Minn., where he worked six years, to WEBC in the same town. He signed a five-year contract with the new station. . . . Pioneer Ranch Boys, Clarence (Smoky) Tankersley, steel guitar and bass; Bill Powell, banjo and guitar, and Ira (Red) Sayre, vocals and rhythm guitar, have snared a commercial on WHIO, Dayton, O.

Jack Kennedy reports that Jerry Irby, who cut sides for Mercury and MGM, has purchased a Houston nitery which seats 1,000. Called Jerry Irby's Texas Corral, spot operates seven nights a week, utilizing three bands. Irby's crew, Clyde Brewer, Tony Sepolio and Roy Thompkins, fiddles; Jack Kennedy, drums; Collie Sturock, bass and comedy; Pete Burke piano, and Deacon Evans, steel guitar, works three nights. Floyd Tillman's Columbia recording crew, with Woodrow Carter and Darald Raley, fiddles; Leo Raley, mandolin; Ralph Smith, piano; Lou Frisby, bass, and Little Marge, vocals, works two nights, as does Leon Payne's Bullet label crew, including Frank Foley, steel guitar; Ray Kennedy, bass; Les Woytek, guitar, and Ernest Hunter, fiddle. Irby also uses a number of Western artists as guests.

Ray Parker, prexy of Melody Trail Records, reports that Joe Morris and the Silver Dew Boys, formerly on WKDK, Newberry, S. C., have moved to WKLY, Hartwell, Ga. Johnny Haynes, another of Parker's artists, has been ill and is vacationing while his brother, Spud, takes over the Melody Wranglers. Johnny Miller, new MT addition, is touring Northern California. . . . Jesse James and His Boys, Baldy Rambo and Junior Burrow, fiddles; Jimmy Grabowski, steel guitar; Dean Curry, piano; Dowel Smith, drums; and the leader's guitar, are heard on KTBC, Austin, Tex. Their latest Blue Bonnet record release is *Fiddle Swing* and *Goodnight Waltz*. . . American Music, New York, has published a folio of Bobby Gregory's songs done on MGM records. Harry Smythe, folk music promoter who put up Buck Lake Ranch, Angola, Ind., two years ago, is erecting a permanent park, which will put folk music shows at the new Wigwam theater, on a rain or shine basis. Smythe's new outdoor amphitheater will seat 5,000 with room for another 5,000 standees. Midway will be black-topped and his trading post will be doubled in size

KING DE LUXE RECORDS

Jimmie Osborne
THE KENTUCKY FOLK SINGER

EXCLUSIVE RECORDING OF
(I JUST RECEIVED WORD)
"MOM IS DYING TONIGHT"
KING-736
NOW NUMBER ONE
ON WCKY—50,000 WATT STATION
Cincinnati, Ohio
FOR THE PAST WEEKS

"HATS OFF"
To the Listeners of WCKY
for recognizing
A Fine Tune and a Great Artist
JIMMIE OSBORNE
"The Kentucky Folk Singer"

KING RECORDS INC. DISTRIBUTORS OF
KING and DE LUXE
1540 BREWSTER AVE. CINCINNATI 7, OHIO.

THE BEST RECORDS
IN '48 AND '49 ARE ON DAMON LABEL

DAMON RECORDING
STUDIOS, INC.
1221 Baltimore Kansas City, Mo.

THE BEST XMAS SONG IN THE COUNTRY
"BLUE CHRISTMAS"
By Billy Hayes and Jay Johnson
RECORDS
DOYE O'DELL....................Exclusive 1331-4
JESSE ROGERS..................Victor 20-3243
RILEY SHEPARD................Regent 2003
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9109 SUNSET BLVD., HOLLYWOOD, CALIF.
GARET ROMERO—Prof. Mgr.

The Billboard MUSIC POPULARITY CHARTS PART VII

Folk Record Section

Based on reports received last three days of Week Ending December 17

BEST-SELLING RETAIL FOLK RECORDS

Records listed are hillbilly records that sold best in stores according to The Billboard's special weekly survey among a selected group of retail stores, the majority of whose customers purchase folk records.

POSITION Weeks to date	Last Week	This Week		
6	3	1.	A HEART FULL OF LOVE	Eddy Arnold, the Tennessee Plowboy and His Guitar .... Victor 20-3174—BMI
33	2	2.	BOUQUET OF ROSES	Eddy Arnold, the Tennessee Plowboy and His Guitar .... Victor 20-2806—BMI
17	1	3.	ONE HAS MY NAME	Jimmy Wakely .... Capitol 15162—BMI
4	8	4.	HERE COMES SANTA CLAUS	G. Autry..Columbia 20377—ASCAP
9	5	5.	I LOVE YOU SO MUCH IT HURTS	J. Wakely and Cowboy Band .... Capitol 15243—BMI

WARNING! In utilizing these charts for buying purposes readers are urged to pay particular attention to information listed which shows the length of time a record has been on the chart, and whether a record's popularity has increased or decreased. This data is shown in the left hand columns under the headings: "Weeks to Date," "Last Week" and "This Week." If a record has had an unusually long run, or if its current position "this week" versus "last week" shows a sharp drop, readers should buy with caution.

POSITION Weeks to date	Last Week	This Week		
6	6	6.	THEN I TURNED AND WALKED SLOWLY AWAY	Eddy Arnold, the Tennessee Plowboy and His Guitar .... Victor 20-3174—BMI
18	4	7.	JUST A LITTLE LOVIN'	Eddy Arnold, the Tennessee Plowboy and His Guitar .... Victor 20-3013—BMI
3	12	8.	LET'S SAY GOODBYE LIKE WE SAID HELLO	E. Tubb.......Decca 46144—BMI
19	10	9.	LIFE GETS TEE-JUS, DON'T IT?	C. Robison...MGM 10224—ASCAP
12	7	10.	TENNESSEE SATURDAY NIGHT	Red Foley-The Cumberland Valley Boys.....Decca 46136—BMI
9	—	11.	I LOVE YOU SO MUCH IT HURTS	F. Tillman..Columbia 20430—BMI
5	14	12.	GREEN LIGHT	Hank Thompson and His Brazos Valley Boys. Capitol 15187—BMI
1	—	13.	HAVE YOU EVER BEEN LONELY?	E. Tubb.....Decca 4S144—ASCAP
16	—	14.	MY DADDY IS ONLY A PICTURE	Eddy Arnold, the Tennessee Plowboy and His Guitar .... Victor 20-3013—BMI
9	—	15.	COOL WATER	Sons of the Pioneers .... Victor 20-1724 .... Decca 46027—BMI

ADVANCE FOLK RECORD RELEASES

***Back Up and Push**
Bill Monroe & His Blue Grass Boys (Katy Hill) Victor 20-3295
Between the Lines
Lucky Steel & the Trail Riders (Ten Gallon) 20th Century 20-74
Bring It Down to My House
The Caldwells (I Just) Rainbow 10094
Charlotte Belle (Carolina Waltz)
D. Thomas's Nashville Ramblers (The Sister) Decca 46147
Country Boy Blues
The Radio Wranglers (Streamlined Baby) Tru-Blue 304
Don't Call Me Daddy
D. O'Dell (Sally Sue) Exclusive 72X
Don't Hand Me That Line
Chet Atkins & His Colorado Mountain Boys (The Nashville) Victor 20-3294
Forever More
J. Wakely with Cowboy Band (Think of) Capitol 15333
Heart and Soul
J. Bond (I Won't Stand) Columbia 20523
I Have Tried, But I Have Failed
Whitey & Hogan (Jesse James) Cowboy CR-1301
I Just Found Out
The Caldwells (Bring It) Rainbow 10094
I Won't Stand in Your Way
J. Bond (Heart and) Columbia 20523
If We Can't Be the Same Old Sweethearts, Why Can't We Be Friends?
Montana Slim & the Big Hole Bronco Busters (Just an) Victor 20-3293
In My Shanty Down in Ypsilanti
P. Jenkins & Her Musical Pals (Let's Stop) Cowboy CR-602
It's a Lonely Trail
P. Cassell (Moss Covered) Mercury 6150M
Jesse James
Whitey & Hogan (I Have) Cowboy CR-1301
Just an Old Forgotten Letter
Montana Slim & the Big Hole Bronco Busters (If We) Victor 20-3293
***Katy Hill**
B. Monroe & His Blue Grass Boys (Back Up) Victor 20-3295
Kentucky Babe
G. Autry (Missouri Waltz) Columbia 20524
Let's Stop Feudin', Sarah Jane
P. Jenkins & Musical Pals (In My) Cowboy CR-602
Missouri Waltz
G. Autry (Kentucky Babe) Columbia 20524
Moss Covered Hill
P. Cassell (It's a) Mercury 6150M
Pawnee
Pee Wee Miller & the Hayloft Boys (Why Do) 20th Century TC-20-77
Red Head Polka
D. O'Dell (Tennessee) Exclusive 73X
Sally Sue From Sallisaw
D. O'Dell (Don't Call) Exclusive 72X
Streamlined Baby
The Radio Wranglers (Country Boy) Tru-Blue 304
Ten Gallon Stetson
Lucky Steel & the Trail Riders (Between the) 20th Century 20-74
Tennessee
D. O'Dell (Red Head) Exclusive 73X
The Nashville Jump
Chet Atkins & His Colorado Mountain Boys (Don't Hand) Victor 20-3294
The Sister of Sioux City Sue
D. Thomas's Nashville Ramblers (Charlotte Belle) Decca 46147
Think of Me Thinking of You
J. Wakely with Cowboy Band (Forever More) Capitol 15333
Why Do I Cry Over You?
Pee Wee Miller & the Hayloft Boys (Pawnee) 20th Century TC-20-77

*Reissue.

BEST-SELLING POPULAR RETAIL RECORDS

(Continued from page 28)

3	29	29.	GLORIA *I Want To Be the Only One* (R. Anthony Ork, Signature 15213; R. Deauville, Mercury 5193; Four Gabriels, World 2505; B. Hayward-B. Baker Ork, Exclusive 218; B. Clark-The Modernaires-The Skylarks, Columbia 38352; Varsity Ork, Varsity 111)	Mills Brothers .... Decca 24509—ASCAP
1	—	30.	I'VE GOT MY LOVE TO KEEP ME WARM *I'm A-Tellin' You* (R. Noble Ork, Victor 20-3302; The Starlighters, Capitol 15330)	L. Brown Ork.....Columbia 38324
6	—	30.	SAY SOMETHING SWEET TO YOUR SWEETHEART *Bluebird of Happiness* (Ink Spots, Decca 24507; Eve Young & Drugstore Cowboys, Victor 20-3077; V. Damone-P. Page, Mercury 5192; A. Shelton-S. Browne, London 260)	J. Stafford-G. MacRae and Starlighters..Capitol 15207—ASCAP
2	26	30.	YOU'RE ALL I WANT FOR CHRISTMAS *Tarra Ta-Larra Ta-Lar* (F. Gallagher & Serenaders, Dana 2026; Seger Ellis, Bullet 1011)	F. Laine-C. Fischers Ork....... Mercury 5177—BMI

Music—As Written

New York:

Warbler Buddy Hughes has obtained his release from a management contract with Howard Robbins and gone to Des Moines where he has club and radio work skedded during the holidays. . . . The Nat (King) Cole Trio, Winni Brown and Luis Russell's ork playing the Christmas Eve bash at the Renaissance Casino.

Elmo Russ, of U. S. Music, has started a record line featuring poetry set to music on a label called Pyramid. . . . Lucky Millinder on a talent hunt for RCA Victor's race line. . . . Wally Schuster left his plugger post with Henry Spitzer December 10 to do a hitch in the army. . . . Cavalier Music bought two tunes from Joe Thomas, who also has King Odom Quartet masters of the ditties not yet assigned to any waxery.

Orkster-composer Larry *(You Were Only Fooling)* Fotine has obtained his release from the C. Richard Ingram Agency in Philadelphia, and signed a five-year personal management pact with Joe Glaser. Glaser's Associated Booking Corporation (ABC) has been booking Fotine's dates, including his current Arcadia Ballroom stint. . . . Dr. Harry Robert Wilson, choral authority, has penned arrangements of the standard, *Cool Water*, for mixed and male choruses. Bourne, Inc., is the pubber. . . . Pianist-composer Ram *(Lover Man)* Ramirez is doing a single at the Town House, Greenwich, Conn. . . . Lee Egalnick, Miracle Records head from Chicago, was in town recently for confabs with his metropolitan outlet, Major Distributing Company.

E. B. Marks pubbery has taken two tunes by Bobby Capo, the Puerto Rican swooner. Titles of the originals are *Sin Fe* and *Montmarte*, which Capo will probably wax for Seeco disks. . . . Herbert Marks, E. B. Marks prexy, underwent a minor operation recently. . . . Concert Hall, longhair diskery, has appointed Bill Avar's Phoenix-Disc Distributing Company as metropolitan area distrib. Firm formerly serviced the area via direct sales.

Lester Santly, Santly-Joy topper, left for Florida December 15. He'll stay until mid-January. . . . Pianist-Composer Irving *(Miami Beach Rhumba)* Fields is being held over at the Warwick's Raleigh Room until January 9. . . . Diane Bartlett, of the Rytvoc and Cherio pubberies, who has been in Europe since August, returned by plane, December 11. . . . Georgia Music Corporation, local distribber of several indie race labels, operated by Herman Goldfarb and Morty Shad, has shuttered pending dissolution or reorganization.

Chicago:

Don Reddell, field rep for MGM, in town conferring with Nathan Hale, chief of local MGM distributorship. . . . King releasing a platter by Robert Clary, French vocalist who memorized lyrics of two American tunes in three days in Paris. Sides, cut on tape, were so good that Hale intends to take portable tape recorders into the South to cut h.b. artists now that the ban is lifted. . . . Lee Shearin, ex-Henry Busse vocalist, has inked a two-and-a-half-year pact with Chuck Foster. . . . Cee Davidson has been renewed indefinitely as house ork leader for the Chez Paree.

Robert S. Walker, St. Louis record retailer, named executive secretary of the National Association of Record Dealers, with executive offices at 329 De Baliviere Avenue, St. Louis. Mallory Chamberlain, of Words and Music, Memphis, has been added to the executive committee of the org. . . . Floyd Shaw, ex-Vorhees office associate, joins General Artists Corporation office here as club date chief after January 1.

Wilhelm Furtwaengler, European longhair conductor, who has sides in the Mercury and Capitol Telefunken acquisitions, will appear for eight weeks next year as conductor of the Chicago Symphony. . . . Mercury has concluded a deal with Alfred Newman, Hollywood studio conductor, whereby his Majestic releases come into the Mercury fold. First re-release will be his *Captain From Castile* album, to be followed by an album of unreleased masters in late January. His four other Majestic albums will be released monthly until May, when he will cut more sides for Mercury with the 20th Century-Fox Studio ork.

Waldon Williams, tenorman with the Joe Morris jazz combo, has been signed by the Boston Braves, who will send the budding Negro second baseman to one of their Class C clubs. . . . Rondo Records releasing the first sides by Tibor Fejer, Hollywood pianist, with vocal by Lloyd Webb, WGES, Chicago, disk jockey.

Bob Sherman, ex-Atlas label artist and repertoire man, now with King in Cincinnati. King has opened new branches in Houston and New Orleans, making a total of 19 firm-owned branches and seven independents. . . . Tommy Ryan, ex-Chuck Foster chirp and Mercury artist, has signed a p.m. deal with Mack McCoy. . . . Phil Miller replaced Bill Powderly with Melody Lane locally. . . . George M. Todd, European rep for Peer International, in town conferring with Bob Cole and Ted Browne.

Philadelphia:

Lenny Kallen, brother of canary Kitty Kallen, breaking in a band of his own at the Shubert Musical Bar. . . . Joe Frasetto back on the Wagner Ballroom bandstand with Selma Gale, the new fem piper. . . . Dennis Sandole, who teaches modern harmony at the 20th Century School of Music here, is scoring Stan Kenton's new and unpublished number, *Threnody*. . . . Frankie Adams corrects that he is holding on to his Sapphire Record Company and has merely sold the master of his *Beautiful Eyes* to the Regent label. . . . Eighteen years ago, Howard Lanin played for the first time at the famous Bachelors Cotillion in Baltimore, at which time Edith Carruth Davis was born to the blue-blooded family there. Recently he met her for the first time when he played for the 1948 Cotillion, and Miss Edith was one of the two local debs to be presented.

Felix Valdera has expanded his chain of Paramount Record shops to take in a third store. . . . Dr. William Richter has placed *She's Miss America* for use as a production number in the 1949 beauty pageant in Atlantic City. The local tunesmith has also grabbed off permission to use a photo of the late Mrs. Anna M. Jarvis, founder of Mother's Day, on his *It's Mother's Day, So Wear a Carnation*.

London:

Ted Heath has signed Canadian trumpet ace Morris (Mo) Miller to succeed Kenny Baker. . . . Lou Preager will leave for a month in Australia in January. . . . Felix King and his ork are waxing a series of programs to be featured by the British Broadcasting Corporation. . . . Dick James has decided not to leave the Cyril Stapleton band.

New Congress May Abolish All 20% Bites

But Cities Might Step In

(Continued from page 3)

to provide revenue for their fast-mounting local budgets.

Passage Likely

Whatever course the municipal governments might take, withdrawal of Uncle Sam from the excise tax field would at least have an immediate effect of bringing relief to the entertainment world, which has been bearing a heavy brunt of the federal levies, particularly in the taxes on admissions, cabarets and records. If Treasury Secretary Snyder makes the necessary recommendation to Congress, there is little doubt that President Truman's political associates on Capitol Hill will succeed in passing the tax-repeal legislation. Among the most immediate relief effects to be felt would be in the cabaret business, which is currently the target of vigorous Treasury collection drive (*The Billboard*, December 11, 18). Snyder's disclosure of his interest in doing something about the excise situation represents the first move in this direction since the excise began multiplying in numbers and tax rate eight years ago when the World War II emergency began. With several of the excise levies having pre-dated that period, local and State governments have long been eyeing the federal taxes jealously

Will Consult Locals

Snyder plans to meet with American Municipal Association (AMA) officials to discuss relinquishing these taxes to the local subdivisions and thereby recognize a move originally suggested in 1937 by the Council of State Government (CSG). The CSG proposal was given renewed emphasis last year by the Senate Finance Committee, which issued a report suggesting that Congress study the effects of the elimination of the federal excises on admissions, coin machines, telephones and telegrams.

Snyder's willingness to discuss such action was expressed Wednesday (22) at the final session of the AMA annual convention. AMA earlier passed a resolution calling on Congress to eliminate federal amusement taxes in order that the field may be left to local taxing authorities. If the Treasury is willing to go along with AMA, Congress is seen certain to authorize the abolition of federal show business excises.

Immediate result of such action would be moves in cities and States to boost their own amusement levies to provide new revenue for deflated treasuries. The extent of such increases would determine whether show enterprises would find their over-all taxes reduced as a result of the withdrawal of federal excises.

Hearings in 48 States

Tax hearings would have to be called in the 48 States and as many communities as desire to lift rates. It is these hearings that will be the determining factor in setting amusement levies. The stronger the arguments for a minimum increase that showfolk can make in any given locality, the greater their chances to derive a benefit from any congressional action.

Take the following case. A city has an admission tax of 5 per cent piled on top of the 20 per cent federal levy. Elimination of the 20 per cent bite might encourage city budget officers to propose raising the city tax by a like amount, resulting in no over-all tax change as far as the operator of a night club, ballroom or theater is concerned.

However, if the operators can present a strong enough plea at the city tax hearing, the city tax might be boosted to possibly only 10 per cent. The city still would have doubled its revenue from the excise, while the operators would be paying out only 15 per cent instead of 25 per cent of each admission fee.

Election Pay-Off?

HOLLYWOOD, Dec. 18. — President Harry S. Truman will receive a genuine record collector's item next week—a platter of the new ditty, *Let's Get Behind the President*. What's more, the record will be the only one of its kind.

Gesture was cooked up by George Jessel, who cleffed the tune in collaboration with Sam Carlton and Dan Daughterty, selling the pub rights to Leeds Music. Song was recorded Friday at 20th Century-Fox by Alfred Newman, studio musical director, with vocal backing by the Ken Darby Choir and soloist Bill Shirley. Happy Goday, Leeds Music topper, supervised the record date.

Acetate master will be flown to the President and presented under suitable flack conditions. Platter will never be marketed commercially, nor will additional pressings be made for private collections.

Fields Returns To MCA Fold

NEW YORK, Dec. 18.—Orkster Shep Fields this week returned to the management of the Music Corporation of America (MCA), further enlarging the list of returning maestros. These include Benny Goodman, Horace Heidt, Tommy Dorsey and several others.

Fields began his rippling rhythm career with MCA in 1934 and parted from the agency in 1946 after a tiff. The orkster reorganized in August, 1947, to play a date at the Glen Island Casino, which Fields ran that summer. The ork briefly went with the Mus-Art Agency and then was inked to a General Artists Corporation (GAC) pact which ran out a few weeks ago. MCA takes over responsibility for Fields's bookings next week.

NO WAX STAMPEDE

(Continued from page 18)

nificant in that it shows Capitol's all out efforts to boost Martin as a balladeer by teaming him with its top thrush) of two sides and a Margaret Whiting-Jack Smith pair. Capitol refused to divulge the tunes involved, claiming that now the disk business is back on a competitive footing. It was learned, however, that one of the Stafford-MacRae disks was *The Pussy Cat Song*, backed by *I'll String Along With You* and that the Lee-Martin team cut *You Was*.

MGM Uses Track

MGM's first date, Friday (17), had Eckstein making several including the new sleeper, *Bewildered*, with Blue Barron skedded for a Tuesday (21) date. Immediately at hand was a variety of soundtrack tunes, such as the *Words and Music* score pieces which MGM immediately transcribed into an album.

The Golden Gate Quartet, newly acquired, cut for Mercury. Signature has scheduled Ray Bloch, Alan Dale and Toni Arden for this week. Other indies will record as soon as they sign with the Federation and obtain licenses.

There appears to be no rush insofar as classical or specialty lines—kiddisk, polka, etc.—are concerned, with majors and indies armed with backlogs. Folk and race sides will occupy a good part of the schedules, however.

The Billboard MUSIC POPULARITY CHARTS

PART VIII

Record Reviews

Based on reports received last three days of Week Ending December 17

RATINGS (100 Point Maximum) 90-100 TOPS • 80-89 EXCELLENT • 70-79 GOOD 40-69 SATISFACTORY • 0-39 POOR

How Ratings Are Determined Records are reviewed three times: (1) for retailers; (2) for operators; (3) for disk jockeys. Each time on the basis of nine key categories. Each category is assigned a maximum number of points within which new releases are rated. The best possible rating is 100. Maximums are subject to change depending on results of a survey of the music trade now being conducted. N. S. indicates a record is not suitable for appraisal within the market.

The Categories Point listings are maximums. Song calibre, 15; interpretation, 15, arrangement, 15; "name" value, 15; record quality (surface, etc.), 5; music publisher's air performance potential, 10; exploitation (record adv't'g-promotion, film, legit and other "plug" aids), 10; manufacturer's distribution power, 10; manufacturer's production efficiency, 5.

POPULAR

ARTIST	LABEL AND NO.	TUNES	COMMENT	OVER-ALL	DISK JOCKEY	DEALER	OPERATOR
FOUR CHICKS AND CHUCK	MGM 103191	My Best Girl	Fair performance of an excellent group arrangement of the Walter Donaldson oldie.	71	77	68	69
		My Little Grass Shack	Same comment save that this oldie seems to have lost some of its zing thru the years.	70	75	68	68
BOB HOUSTON	MGM 10317	Old Pardner	Another Tin Pan Alley cowboy-styled lament done well enough by the singer, with aid from Hugo Winterhalter's good cleffing.	66	66	66	66
		There's a Happy Little Train	And it's going nowhere.	60	60	60	60
GORDAN JENKINS ORK	Decca 24523	Temptation	Intriguing production built in the Jenkins' conception of the oldie, with ork, chorus and the maestro's piano sharing honors.	77	85	75	72
		My Funny Valentine	Beautiful, arty Rodgers and Hart song put down tastefully on wax, with Charles LeVere warbling the lyric.	74	80	71	70
EVELYN KNIGHT AND THE STARDUSTERS	Decca 24530	Powder Your Face With Sunshine	Sock successor to "A Little Bird Told Me" for the chirp is this Carmen Lombardo-scribed song.	91	92	90	90
		One Sunday Afternoon	Mild effort mainly because this picture packs little potential punch.	72	74	70	72
ERSKINE HAWKINS ORK	Victor 20-3231	Needle Points	An instrumental with some spark but not much sparkle.	62	66	60	60
		I'm So Doggone Melancholy	Jimmy Mitchelle warbles an arty sort of ballad which he had a hand in writing.	64	66	62	64
JIMMY DORSEY ORK	MGM 10316	At Sundown	Dorsey's alto sax and Dee Parker's chirping highlight this waxing of the evergreen.	68	69	67	68
		Angela Mia (My Angel)	Fair song in the "Amapola" vein sung by Bob Carroll makes for an okay waxing.	71	72	71	70
PETER LIND HAYES AND THE STARDUSTERS	Decca 24520	That Certain Party	Late release of a original reading of the hit ditty.	76	76	75	78
		Life Gets Tee-Jus, Don't It	Hayes recites the Carson Robinson hit with his sharp and effective voice scoring; tho waxing is late, the Hayes version will probably make more new friends for the ditty.	82	85	80	80
AL JOLSON	Decca 24518	By the Light of the Silvery Moon	Jolson does verse and refrain of the oldie in his distinctive style and comes up a winner.	86	86	86	86
		I Wish I Had a Girl	Still hamming it up, Jolson gives some solidarity to this miniature production; his fans will eat this pairing up.	85	86	85	84
LESLY GREY AND THE TORCHBEARERS	Bullet 1052	I Gotta a Right To Sing the Blues	Who gave it to you Lesly?	45	45	45	45
		My Ideal	More wasted effort.	40	40	40	40
VICTOR SYLVESTER ORK	Columbia 8288-X	Flowers and Romance	Sylvester is the strict tempo king of England; here he offers a concert rumba with some lilting melody.	74	78	72	72
		Cote D'Azure	Same sort of thing but tune is slightly more enticing on this side	75	79	73	74
THE DREAM DUSTERS (John Hill Trio)	Collegiate J-2955	Give Me This Night	A trifle more than nothing.	33	35	30	35
		You Can Die From a Broken Heart	Sounds like a bad home-made audition disking.	20	20	20	20
RUSS MORGAN ORK	Decca 24521	So Tired	Attractive tune written by Morgan, played by Morgan and sung by Morgan; reissued with new flip.	86	87	86	85
		I Hear Music	New flip is itself a reissue of one of the orkster's earlier hit waxings of a tune which still sounds good today.	70	72	68	70

(Continued on page 96)

The Billboard MUSIC POPULARITY CHARTS

PART IX

Record Possibilities

Based on reports received last three days of Week Ending December 17

THE BILLBOARD PICKS:

In the opinion of The Billboard music staff, records listed below are most likely to achieve popularity as determined by entry into best selling, most played or most heard features of the Chart.

MELANCHOLY MINSTREL
RED ROSES FOR A BLUE LADY....Vaughn Monroe Ork..............Victar 20-3319

Trust in Veughn to deliver untampered melodic and lyrical interpretations of current songs and at the right tempo. This pairing serves as the proof of this trust. Monroe deals out handsome readings of two ditties which have created some interest. Both are done straight and clean with Vaughn receiving some vocal aid from the Moon Maids on the "Roses" side.

TARRA TA-LARRA TA-LAR
A ROSEWOOD SPINET..............Dinah Shore......................Columbia 38385

Dinah packs a world of feeling and intimacy into these etchings, which were sliced in France on the thrush's recent Continental jaunt. Both are publisher plug ditties, with "Tarra" already hitting the public via a Bing Crosby and other etchings, while Dinah is alone on the easy-to-remember melody of the "Spinet" side.

MISSOURI WALTZ
FAR AWAY PLACES.................Perry Come With Henry Rene Ork..Victer 20-3316

First of the Victor post-ban pairings, this one stacks up to be a Como powerhouse. "Places," already a fast-moving song, is done in perfect taste by the singer and should cop a large share of the current play, while the waltz could turn up as one of those revival hits in which Perry seems to specialize.

ONCE IN LOVE WITH AMY..........Frank Sinatra With Mitchell Ayres Ork
SUNFLOWER ....Frank Sinatra With Hillbilly Ork..Columbia 38391

Sinatra's best pairing in a long time. "Amy," a highly retentive tune from the "Where's Charley" show score, was a dub-in job which turns out to Sinatra's advantage since it captures more warmth than he has shown on much of his pre-ban wax. "Sunflower" is another of those catchy pseudo-hillbillies in the "Buttons and Bows" groove which could well catch on. It packs some folk box value since Sinatra is backed by a twangy steel guitar and rhythm on this side.

OOWN BY THE STATION
HOW MANY TEARS MUST FALL....Tommy Dorsey Ork..............Victor 20-3317

Sy Oliver's imaginative cleffing should give Tommy a shove in the coin direction on the round with the Slim Gaillard (his etching is on MGM Records) twist. It's a full beetful production which spots Denny Dennis, Lucy Ann Polk and the Sentimentalists. "Tears" is a coming plug tune written by Isham Jones which has a beautiful melody brought out handsomely in the orking and sung somewhat frigidly but successfully by Dennis.

THE DISK JOCKEYS PICK:

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among 1,200 of them, the disk jockeys think tomorrow's hits will be:

1.	SO TIRED	Kay Starr	Capitol 15314
2.	FAR AWAY PLACES	Dinah Shore	Columbia 38356
3.	"A" YOU'RE ADORABLE	Buddy Kaye	MGM 10310
4.	CONGRATULATIONS	Jo Stafford	Capital 18319
5.	HERE I'LL STAY	Jo Stafford	Capitol 15319
6.	IT'S LIKE TAKING CANDY FROM A BABY	Tony Pastor	Columbia 38355
7.	JUST BECAUSE	Eddy Howard	Majestic 1231
8.	POWDER YOUR FACE WITH SUNSHINE	Evelyn Knight	Decca 24530
9.	DOWN BY THE STATION	Slim Gaillard	MGM 10309
10.	SWEET SUE	Johnny Long	Signatura 15243-B

THE RETAILERS PICK:

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among 4,970 of them, the record retailers think tomorrow's hits will be:

1.	HERE I'LL STAY	Jo Stafford	Capitol 15319
2.	FAR AWAY PLACES	Dinah Share	Columbia 38356
3.	GALWAY BAY	Bing Crosby	Decca 24295
4.	SAY IT ISN'T SO	Kay Kyser	Columbia 38348
5.	FAR AWAY PLACES	Bing Crosby	Decca 24532
6.	PUSSY CAT SONG	Bob Crosby-Andrews Sisters	Decca 24533
7.	HOLD ME	Paggy Lee	Capital 15298
8.	WABASH BLUES	Pee Wee Hunt	Capitol 15299
9.	CONGRATULATIONS	Ja Stafford	Capitol 15319
10.	PRISONER OF LOVE	Ja Stafford-Rad Ingle	Capitol 18312

THE OPERATORS PICK:

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among 3,558 of them, the juke box operators think tomorrow's hits will be:

1.	LAVENDER BLUE	Sammy Kaye	Victor 20-3100
2.	POWDER YOUR FACE WITH SUNSHINE	Evelyn Knight	Decca 24530
3.	WABASH BLUES	Pee Wee Hunt	Capitol 15299
4.	DAINTY BRENDA LEE	Eddy Howard	Marcury 1252
5.	SAY IT ISN'T SO	Kay Kyser	Columbia 38348
6.	YOU, YOU ARE THE ONE	Johnny Eagar	Grand G-25010
7.	PUSSY CAT SONG	Bob Crosby-Andrews Sisters	Decca 24533
8.	WHAT'S WRONG WITH ME?	Vaughn Monroe	Victor 20-3204
9.	DON'T HANG AROUND	Sunny Skylar	Matrotane M-3018
10.	BEAUTIFUL EYES	The Rangers	Regent 136

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1005—"MOM OF YOUR BABY DAYS," "I'M GOIN' TO SETTLE DOWN"
1007—"MONTANA SKIES," "DUST COVERED DREAMS"
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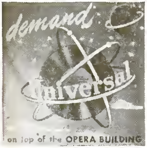

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The Billboard MUSIC POPULARITY CHARTS

PART X

Advance Information

Based on reports received last three days of Week Ending December 17

ADVANCE RECORD RELEASES

Records listed are generally approximately two weeks in advance of actual release date. List is based on information supplied in advance by record companies. Only records of those manufacturers voluntarily supplying information are listed.

POPULAR

- **A Baracoa Me Voy**
  X. Cugat Ork (Batucada) Victor 20-3303
- **A Strawberry Moon (In a Blueberry Sky)**
  J. Smith-The Clark Sisters (Dainty Brenda) Capitol 15238
- **All By Myself**
  H. Kern (Great Day) Tempo TR-1060
- **An Old Magnolia Tree**
  V. Damone (Susy) Mercury 5228
- **Andrews Sisters Sing With Dick Haymes, Guy Lombardo, Eddie Heywood-Carmen Cavallaro Album (4-10")**
  Decca A-560
  - A Man Is a Brother to a Mule . . . Decca 23641
  - Great Day . . . Decca 23412
  - Johnny Fedora and Alice Blue Bonnet . . . Decca 23474
  - Money Is the Root of All Evil . . . Decca 23474
  - On the Avenue . . . Decca 24102
  - Pack Up Your Troubles in Your Old Kit Bag . . . Decca 23412
  - Sweet Marie . . . Decca 24102
  - The House of Blue Lights . . . Decca 23641
- **At the Gay County Fair**
  T. Black Ork-D. Byron (Powder Your) Dana 2031
- **Auld Lang Syne**
  T. Hill Ork (Doodle Doo) Columbia 38046
- **Baby, Walk Before You Run**
  J. Davis (The Wheels) Rainbow 10099
- **Baby, Won't You Please Come Home?**
  H. Jeffries-Trombone Choir (The One) Exclusive 71-X
- **Batucada**
  X. Cugat Ork (A Baracoa) Victor 20-3303
- **Beautiful Ohio**
  V. Young [redacted] Missouri Waltz) Decca 24535
- **Bouncy-Y Bounce-Y Ball-Y**
  J. Nichols & B. Lee (The Pussycat) London 365
- **Brush Those Tears From Your Eyes**
  B. Green Ork (I Gotta) Rainbow 10090
- **By the Light of the Silvery Moon**
  D. Day-M. Wernow Ork (The Waggle) Victor 20-3301
- **Caravan**
  Duke Ellington Ork (In a) Victor 20-3291
- **Chinatown**
  Brother Bones & His Shadows (Doll Dance) Tempo TR-668
- **Coast of Maine**
  R. Harry-D. Sallentine (If I) Harvard 1003
- **Crazy Rhythm**
  S. Henderson Ork (Skitch's Boogie) Capitol 15331
- **Dainty Brenda Lee**
  J. Smith-The Clark Sisters (A Strawberry) Capitol 15326
- **Do You Ever Think of Me?**
  B. Light-H. Kern (Orchids in) Tempo TR-622
- **Do You Wonder Why?**
  A. Paul Ork (Sicilian Tarantella) Rainbow 70035
- **Doll Dance**
  Brother Bones & His Shadows (Chinatown) Tempo TR-668
- **Don't Gamble With Romance**
  The Troubadours (Love Is) Fine Arts 1001
- **Don't [redacted] Strangers**
  The Andrews [redacted] The Pussy) Decca 24533
- **Doodle Doo Doo**
  T. Hill Ork (Auld Lang) Columbia 38046
- **Down Among the Sheltering Palms**
  P. Martin Ork (On Miami) Exclusive 76X
- **Dreamy Old New England Moon**
  B. Green Ork (Susy) Rainbow 10073
- **Empty Saddles**
  H. Kern (Trees) Tempo TR-1064
- **Far [redacted] Places**
  B. Crosby [redacted] Darby Choir (Tarra Ta-Larra) Decca 24532
- **Frasquita Serenade**
  A. Goodman Ork (Yours Is) Victor 20-3292
- **God Rest Ye Merry, Gentlemen**
  Chimes & Organ (Jingle Bells) Rainbow 70011
- **Great Day**
  H. Kern (All By) Tempo TR-1060
- **He Was a Good Man as Good Men Go**
  S. Kenton Ork-J. Christy (How Am) Capitol 15327
- **Here I'll Stay**
  R. Deauville (Jennie) Mercury 5228
- **How Am I To Know?**
  S. Kenton Ork-J. Christy (He Was) Capitol 15327
- **I Gotta Know**
  B. Green Ork (Brush Those) Rainbow 10090
- **I Want a Dog (for Christmas)**
  The Billy Mayo Quintet (My Little) Lone Star 103
- **I'd Love To Make Love to You**
  The Eddie Heywood Trio (Just a) Victor 20-3304
- **If I Live To Be a Hundred**
  R. Harry-D. Ballentine (Coast of) Harvard 1003
- **If I Only Knew You Were Mine**
  The Melody Masters (The Fox) Apollo 1135
- **I'm Gonna Get Lost From You**
  The Page Cavanaugh Trio (The Gal) Victor 20-3290
- **I'm Gonna Ride Tillie Tonight**
  The Four Tunes (My Muchacha) Manor 1154
- **I'm Putting My Dreams All Behind Me**
  B. Morrison (Merry-Go) Mero M-7473
- **In a Sentimental Mood**
  D. Ellington Ork (Caravan) Victor 20-3291
- **In My Dreams**
  R. Goff-C. Stapleton Ork (Olwen) London 368
- **In the Glow of the Evening**
  J. Long Ork (Sweet Sue) Signature 15243
- **It Isn't Fair**
  D. Dorey (Too Many) Gold Medal GM-944
- **It Only Happens Once**
  F. Laine (Rosetta) Mercury 5227
- **I've Got My Love To Keep Me Warm**
  R. Noble Ork (Lady of) Victor 20-3302
- **I've Got My Love To Keep Me Warm**
  The Starlighters (More Beer!) Capitol 15330
- **Jennie**
  R. Deauville (Here I'll) Mercury 5229
- **Jingle Bells**
  Chimes & Organ (God Rest) Rainbow 70011
- **Just a Shade on the Blue Side**
  The Eddie Haywood Trio (I'd Love) Victor 20-3304
- **Lady of Spain**
  R. Noble Ork (I've Got) Victor 20-3302
- **Laughing Boy**
  B. Stewart & His Quartet (Shawn) Castle 512
- **Lili Marlene**
  L. Andersen (Sing, Nightingale) London P-15050
- **Love Is a Waltz**
  The Troubadours (Don't Gamble) Fine Arts 1001
- **Love Me**
  V. Lynn-B. Farnon Ork (One Sunday) London 354
- **Marchetta**
  P. Como-R. Case Ork (Roses of) Victor 20-3255
- **Me and My Shadow**
  H. Kern (Sailing Down) Tempo TR-1062
- **Merry-Go-Round**
  B. Morrison (I'm Putting) Mero M-7473
- **Missouri Waltz (Hushabye My Baby)**
  [redacted] Decca 24535
- **More Beer**
  Primo Scala & His Banjo & Accordion Ork With the Keynotes (Powder Your) London 357
- **More Beer**
  The Starlighters (I've Got) Capitol 15330
- **My Little Music Box**
  The Billy Mayo Quintet (I Want) Lone Star 103
- **My Muchacha**
  The Four Tunes (I'm Gonna) Manor 1154
- **Olwen**
  R. Goff-F. King Ork (In My) London 368
- **On Miami Shore**
  P. Martin Ork (Down Among) Exclusive 75X
- **Once in Love With Amy**
  D. Martin (Tarra Ta-Larra) • Capitol 15329
- **One Sunday Afternoon**
  V. Lynn-B. Farnon Ork (Love Me) London 364
- **Orchids in the Moonlight**
  B. Light-H. Kern (Do You) Tempo TR-622
- **Powder Your Face With Sunshine**
  T. Black Ork-D. Byron (At the) Dana 2031
- **Powder Your Face With Sunshine**
  Primo Scala & His Banjo and Accordion Ork With the Keynotes (More Beer) London 357
- **Red Lips and Red Wine**
  J. Eager & His Eager Beavers-E. Benedict Quartet (The Ski) Grand G-25011
- **Riff Tide**
  C. Hawkins' Ork (What Is) Capitol 15335
- **Rodgers and Hart Album—M. Berle-B. Garrett-Mom Greene-V. Damone-L. Engel Ork (4-10")**
  Victor K-4
  - Everything I've Got . . . Victor 45-0017
  - Falling in Love With Love . . . Victor 45-0015
  - Here in My Arms . . . Victor 45-0017
  - Manhattan . . . Victor 45-0016
  - Mountain Greenery . . . Victor 45-0018
  - The Lady Is a Tramp . . . Victor 45-0015
  - There's a Small Hotel . . . Victor 45-0018
  - This Can't be Love . . . Victor 0016
- **Rosetta**
  F. Laine (It Only) Mercury 5227

(Continued on page 99)

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The Billboard MUSIC POPULARITY CHARTS PART XI

Album Reviews

Based on reports received last three days of Week Ending December 17

Billboard TRADE SERVICE FEATURE

The large boldface number in each review is the overall rating. This rating is based on nine key categories, each of which is assigned a maximum number of points. (The best possible rating is 100.) Maximums are subject to change depending on results of a survey of the music trade now being conducted.

Suitability for juke box operators or disk jockeys is indicated in boldface comment under the separate headings within each review.

THE RATINGS

(100 points—the maximum)

90-100	tops
80-89	excellent
70-79	good
40-69	satisfactory
0-39	poor

THE CATEGORIES

		Max. Pts.
1.	Production Idea (grouping of selection continuity)	15
2.	"Name Value"	10
3.	Caliber of Material	15
4.	Manufacturer's Distribution Power	10
5.	Exploitation Aids (Record company and other advertising-promotion, film, legit and other plugs)	10
6.	Interpretation	15
7.	Record Quality	5
8.	Manufacturers' Production Efficiency	5
9.	Packaging (art work, binding, wrapping)	10

ARIAS BY ISOBEL BAILLIE—Isobel Baillie, soprano, with orchestras conducted by W. Braithwaite and B. Cameron (4-12") (Columbia MM-780) **73**

Handel: Samson—"Let the Bright Seraphim"; Haydn: The Creation—"With Verdure Clad"; Bach: Recitative and Aria, "Sheep May Safely Graze"; Handel: Rodelinda—"Art Thou Troubled"; Bach: My Heart Ever Faithful (Cantata 68).

Purity and nobility characterise this outstanding collection of oratorio arias. The mood of the set is especially appropriate to the Holiday season, but by no means restricted thereto. Miss Baillie projects her pure soprano tones with impeccable musicianship, and with the warmly dignified conception such music demands. The music itself is melodious, and affords interesting stylistic contrasts.

JUKES	JOCKS
Not suitable.	Long-hair spinners will find this rich program fare.

THE THREE BILLYGOATS GRUFF—Frank Luther-Milt Herth (1-10" unbreakable) (Decca C.U.S. 10) **75**

Traditional tale is chosen by the versatile Luther for his tasteful, tuneful adaptation. As usual, he delivers it with genuine warmth, and his easy understanding of his very-young audience. The folder-cover, like most others in this Decca series, has good display value.

JUKES	JOCKS
Not suitable.	A library standard.

THE CHRISTMAS STORY—Richard Lee, narrator, with Robert Nicholson and his Forty Voice Choir. Organ and Chimes (1-10") (Tre Tone 1055) **76**

Luke Chapter II; First Noel; Angels We Have Heard on High; There's a Song in the Air; Gesu Bambino.

An exceptional value here. This disk was produced by the new Quality Control process which made possible over four and a half minutes of playing time per side; and the sides are filled with first rate Christmas material. One side contains an effective Biblical narration with organ background, and the reverse carries four full-length musical numbers by the excellent choir. Disk can be played on any standard machine.

JUKES	JOCKS
Not suitable.	Appropriate seasonal material.

THE SHOEMAKER AND THE ELVES—Frank Luther-Milt Herth (1-10" unbreakable) (Decca C.U.S. 8) **74**

Another of Luther's fine adaptations from the classic folk tales. His songs are sweet and simple, and the narration and singing are thoroly ingratiating. The story itself is charming, has a moral, but isn't "teachy." Cover is fancifully illustrated in three colors.

JUKES	JOCKS
Not suitable.	Standard program fare.

BEETHOVEN: AN DIE FERNE GELIEBTE (To the Distant Beloved) Song Cycle. Opus 98 William Horne, tenor, with Franz Rupp, pianist (2-10") (Mercury Classics Album DM-8) **70**

Don't let the term "song cycle" scare you. This is a thoroughly melodious collection of six songs that are related in themes and mood. In their romanticism they could easily be mistaken for Schubert, and as interpreted by these artists, they take on a warm, human glow that is immediately appealing. Horne's tenor tones are clear and sure, and the famed accompanist is properly sympathetic, tho the recording over-favors him slightly on half the sides. Liner notes reprint the words in German, with explanations in English. Remarks are in the diskery's usual intelligent style, and the simulated leather cover is appropriately dignified.

JUKES	JOCKS
Not suitable.	Rich material for FM and Long-hair shows.

WHOA! LITTLE HORSES, LIE DOWN—David Allen (1-10" unbreakable) (Young Peoples' Record 714) **67**

This unusual disk utilizes the "progressive school" approach. Idea of getting children to participate and to react to the ultra-modern score 'on a more subtle musical level" would seem to require the direction of an adult, and to demand full-time concentration on the part of the kids. The text is free poetry of affected simplicity with a musical sound. There's an honest attempt here to do something original and beneficial, but it will take a lot of effort to convince the greater mass of kidisk buyers, and time is valuable these days.

JUKES	JOCKS
Not suitable.	For a change of pace from the more usual slam-bang material.

I LIKE CHRISTMAS—MY NEW YEAR'S WISH FOR YOU—Franklyn MacCormack (1-10" unbreakable) (MGM 50009) **78**

This is a holiday gift folder featuring highly sentimental poetry recitations by the velvet-voiced favorite of the soap opera set. Appropriate organ backing enhances the mood. Package should sell as a specialised "Season's Greetings" card. The poems themselves are printed inside the folder.

JUKES	JOCKS
Not suitable.	Sure-fire fodder for the stay-at-homes.

WHY DO I HAVE TO GO TO SLEEP—LEONARD JOY ORK-DAVID FRIEDKIN, Director (1-12") (Decca CU 111) **70**

With the Brain acting as chairman, all the members of Johnny's body tell why they require sleep. The arguments are good, and the material is educational, so schools should go for the package. Production is smartly conceived, and script evokes interest in a subject that kids are ordinarily unlikely to cry for. Plenty of parents will buy this hopefully without consulting the kids.

JUKES	JOCKS
Not suitable.	Production is well-suited to radio.

MAX LICHTEGG ALBUM (3-12") (Elite A-201) (SE 7005; 7007; SE 7014) **73**

I Am a Gypsy; Charming Ladies; Let Me Praise You; Come Gypsy; Boy and Roses Bloom; Kissing Is No Sin; Mystic Am I.

Lichtegg, the Viennese tenor, turns in a sparkling collection of favorites from popular Viennese operettas by Strauss, Lehar, and several others. The voice is big and full, and stylistically leaves little to be desired. The delightful melodies are projected with plenty of lilt, with phrase-turning in the accepted Viennese manner. Songs are all sung in German, but their appeal on a melodic basis alone should insure a wide sale among the usual run of Waltz lovers. Album cover is of rich simulated leather.

JUKES	JOCKS
Not suitable.	Affords some bright spots from middle-brow shows.

TWENTY FINGERS—Kramer and Wolmer (3-10") (London Album LA 41) **67**

Brilliant Polka; Accordion Polka; Toledo Adios Tango; Munasterio 'e Santa Chiara; Bella Bambine Mazurka; Italian Polka.

This set features a pair of accordions with rhythm, but has a more general appeal than the usual from such instruments. Performers get an interesting variety of color, and throw in musical material for a variety of tastes, including Italian, Bohemian, and Argentine types, all cut with plenty of polished taste, but not too watered down for the natives who like to polka or tango.

JUKES	JOCKS
Italian numbers could go in Italian locations.	Classy fare for shows with an international slant

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VOX JOX

A National Accounting of Disk Jockey Activities

GOTHAM GAB . . . Leonard Feather emseeing a bop show at the Royal Roost Sunday afternoon (19), featuring a star live talent line-up. Bash inaugurates Feather's new 2:30-3:30 WMGM show, *Jazz at Its Best*. . . . Leonard Wolf, of Decca, previewed the Jolson-Mills Brothers *Down Among the Sheltering Palms* on Jack Lacy's *Plugger Parade* last week. Elle Koffler did likewise for the new Discovery label's *125 Street Prophet* and *I Love Jeemy*. . . . Lanny and Ginger Grey, the "singing disk jockeys at WMGM," do their announcements and commercials in musical jingles. . . . Jerry Marshall, WNEW, is doing the telephone newsreel show in addition to his disk chores. . . . Bea Wain and Andre Baruch, WMCA, were chosen king and queen of the senior prom at City College. . . . Local jocks will co-operate on the forthcoming Boy Scout fund drive. . . . Tommy Dorsey played host at the Cafe Rouge to Patricia Brossoie, chosen "Miss Gloveteen of 1949," winner of the teen-age contest run by Alix Blake of WENT, Gloversville, N. Y. . . . Manhattan Paul and the Three Riffs, new Atlantic artists, guested with Willie Bryant and Ray Carroll on WHOM. December 15.

STRICTLY FROM DIXIE . . . Tommy Drake, KSTB, Breckenridge, Tex., does an a.m. request show in which he intersperses what he calls "thots to ponder," such as "nagging is the constant repetition of an unpleasant truth." . . . Arty Kay, WKLX, Lexington, Ky., says, "I try to remember my program is a public service—time and temperature after every song and a complete weather forecast every 15 minutes." . . . W. F. Gutchley, WCOS, Columbia, S. C., recently did an onstage show with Harry James and band from the Township Auditorium, with another skedded with the Herman Herd. . . . Dick Bruce, WDSU, New Orleans, emseed a Louis Jordan jazz concert there. . . . Wayne Tibbs, KIX, Columbia, S. C., opines "somebody should reissue Tony Pastor's *Paradiddle Joe*." . . . Bert Mulligan, WRON, Ronceverte, W. Va., offers his fem listeners a daily beauty hint along with platter music. . . . King Records folk star, Jimmy Osborne, has signed with WLEX, Lexington, Ky., to continue his deejay and live shows for another year. . . . Specs Munsell, WTMA, Charleston, S. C., used his show to collect old toys, which were turned over to the local fire department for repair and distribution to orphans and needy children. . . . Individualistic Lee Nance, WGAU, Athens, Ga., writes that "mail response for the greater part bores me; as a rule I spin my own choosing and let the chips fall where they may." . . . Bill Kramer, WMMN, Fairmont, W. Va., now conducting an across-the-board half hour titled *Musical Dreamboat*. . . . Ed Hogan, KWBC, Fort Worth, does a take-off on the Tom Brenneman show that's going great guns. . . . Art Brown, John Ball, Mike Hunnicutt and Bob Knight, of WOL, Washington, are collaborating on a promotion to raise 1,500 Christmas toys for D. C.'s underprivileged kids. . . . Les Sands, WWDC, same bailiwick, has collected $1,000 for the Children's Hospital. . . . With Margaret Truman contribbing the first doll, the 13th annual doll house campaign of WRC, Washington, is under way, piloted by Bill Herson. . . . Tony Howard, WPIK, Alexandria, Va., played host to RCA thrush Eve Young recently. . . . Art Barrett, WSAP, Portsmouth, Va., played Perry Como's *Because* every a.m. during the recent local Community Chest drive, dedicating the platter to the area's volunteer workers. . . . Johnny Gillis, WWPF, Palatka, Fla., was married recently.

PHILLY PHADDLE . . . Stu Wayne, KYW *Musical Clocker*, distributing *Lady in Blue* buttons to his "tiny tot" fans in a promotional tie-up with Mayfair Records. Wayne also adds to his mike spinning chores with a weekly quarter-hour *This 'n' That* of chatter and platter. . . . Philadelphia Dairy Products Company, via Drian Bauer Ad Agency, buys two quarter-hours of Freddy Martin music on KYW for 26 weeks via transcriptions to plug its Aristocrat ice cream. . . . Latin Casino nitery, which already sponsors the all-night *Dawn Patrol* on WIP, negotiating for a disk jockey stint in its cocktail lounge at an earlier evening hour to precede the all-night spinning session. . . . Broadwood Hotel called it quits for its two-hour disk jockey session from the cocktail lounge via WPEN. . . . Larry Brown takes on the midnight to 2 a.m. stint on WPEN, handling the mike and telephone calls. . . . Ramon Bruce, WHAT, celebrated his third anniversary December 3 with a special show from Powelton's Cafe. . . . Local spinners turned out for De Luxe's Roy Brown bow at the Cotton Club. . . . Stu Wayne, KYW *Musical Clock* maestro, doubles in video in joining the *Open House* show on WPTZ. . . . WDAS's Randy Dixon doing a nightly *Ebony Hall of Fame* from 11 to 1 a.m.

WESTERN WAXWHIRL . . . Bob Goerner, KQW, enlisted his audience to trace the origin of *Lavender Blue*, receiving versions of nursery tunes titled *Lavender Blue* and *Dilly Dilly* dating back 50 years. . . . Jim Wesley, WJPG, Green Bay, Wis., running a listener poll to determine the faves of 1948, using a card with questions as to preferences. . . . Pat Chambers, WWOK, Flint, Mich., recently interviewed Frank Gallagher. "He was a hit, just like his Dana record of *You're All I Want for Christmas*," he writes. . . . Russ Mulholland, WXYZ, Detroit, producing film shows on WXYZ-TV. . . . Ex-ballooner Bob Chester now jockeying at WKMH, Dearborn, Mich., began a three-hour remote from the Club Penobscot nitery, Detroit, December 11. . . . Don Hawkins, KSTP, Minneapolis, is getting requests for Anita O'Day waxings from eight lonely "cats" operating a weather station north of the Arctic circle. Short wave operator there radios his requests direct. . . . Dick Naher will jockey and program direct at WWNI, new station opened December 20 in Wabash, Ind.

TUNE TOUTING . . . Bette Lou Purvis, WPGH, Pittsburgh, is now flipping over Buddy Johnson's Decca *I Wonder Where Our Love Has Gone*. "Buddy's singer, Arthur Prysock, is a male Sarah Vaughan," she says. . . . Roger Nash, WEAR, Pensacola, Fla., writes: "*So Dear to My Heart*, by Peggy Lee, on Capitol, is receiving terrific juke and jock play in Northeast Florida." . . . Charles Barclay, WGYN-FM, New York has been riding Frankie Carle's (Columbia) *I Couldn't Stay Away From You*. Tune was introduced on the air by the composer, Bernie Wayne, who played and sang it on Barclay's *Night Club in the Sky* show. . . . Jim MacDowell, WHFB, Benton Harbor, Mich., has been playing the Joe Gumin polyglot *Jingle Bells* on Chord, offering a free disk to the listener who can identify the five languages in which the tune is sung. So far no one has made good. . . . Mel Stewart, WNAR, Norristown, Pa., has also been plugging the Gumin record. "Might be a good disk for *Voice of America* to air," he writes. . . . Art Green, WMIE, Miami, reports "big immediate response here to Jo Stafford's Capitol platter of *Congratulations*."

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Ban-Lifting Finds Canadian Talent in Strong Position

MONTREAL, Dec. 18.—It's still too early to crystallize the general effect in Canada of the end of the recording ban, but one thing is fairly certain: Canadian musicians and recording artists, who for years previous to the ban had suffered by the fact that U. S. disks flooded the market here, have come into their own in the last year and chances are extremely bright that when Canadian diskeries get moving, more local artists and musicians will be used than ever before.

Fact of the matter is that tho the ban was brought on chiefly by the welfare fund provisions of the Taft-Hartley Act, which naturally doesn't cover Canada, the musicians' guilds in the large Canadian cities, as is usual in important matters, followed the Petrillo edict. However, even before the ban there wasn't too much disking going on, with most of the platters sold in Canada being made from masters sent up here or from stock shipped thru the border.

When the ban came on the various guilds took stock of the situation and decided that here was a chance for the Canadian artist and musician to come into his own. As a result, tight curbs were placed on U. S. musicians working in Canada (this didn't affect one-nighters) and tho the Petrillo order was still generally respected, a quiet campaign was launched to see that the Canadian musicians were in the driver's seat when the ban ended. And that's how it stands today.

With record sales showing a perceptible slump in the U. S., the big U. S. outfits have been thinking of expanding their sales promotion to above the border. A few months ago, Capitol was reported in negotiations with the Canadian Marconi Company for the setting up of a pressing plant near Montreal. Apparently the end of the ban was being awaited for inking of the deal. What will happen now remains to be seen. Another outfit leading the distrib and pressing field is Decca (not connected with U. S. Decca), at suburban Lachine, but its intentions, at the moment, have not been revealed.

Canadian Plants

In any case, if the U. S. outfits want to spark their sales via the Canadian market, they will probably have to open pressing plants in Canada, since importation of records from U. S. to Canada involves a 20 per cent duty plus 8 per cent on the duty paid value. This means, for example, that the duty on $100 worth of records would be $20, bringing the cost up to $120. Now the 8 per cent excise tax is levied on $120.

All these problems the musicians, retailers, wholesalers and anybody in the trade are perfectly aware of, and it's for this reason that the musicians, backed by their guilds, have been preparing themselves to step into the breach when disking starts here, as it must.

There's no question, of course, that platters featuring Canadian orks and artists will be unable to compete with the staple articles like Dorsey, Peggy Lee, Perry Como, Crosby, etc., but it's felt in local circles that there's no reason why local performers can't supply the Canadian market with non-name stuff that came into the country before the ban.

In Quebec, of course, with 75 per cent of the population being French-speaking, the end of the ban will cause a spurt in waxing of local French talent which, in any case, never was in competition with the aforementioned names.

New Look Likely For 1909 Act

(Continued from page 20)

ficulties, and there is no reason to believe that he would get any further along with a similar copyright amendment in the next Congress. Chief aim of the Kearns proposal was to satisfy Petrillo's demand that musicians be given a chance to receive a royalty "take" in profits of their works reproduced on juke boxes as well as on radio, television and other devices.

Modernization

Capitol Hill copyright legalists are forecasting that the principal modernization clause in the projected new legislation will be similar to the one written in the inter-American treaty which affords protection to copyrighted works used over video, facsimile, films, phonographs and any method of diffusion still to be invented. At present such protection in this country is limited to redress under common law rather than thru the copyright act. Another key clause will be a provision to prohibit contracts by which an author pledges his entire future output to a company or individual exclusively. Were such an amendment incorporated in the copyright act, no songwriter could tie up with a single publisher for the handling of music to be written in the future. The same would hold true for playwrights and other authors of literary works. It could even be possibly applied to script writers in networks and radio stations. For this reason, a bitter row is expected to develop on the particular clause, altho it was recommended in a resolution by the Inter-American Copyright Convention.

The current exploratory studies on copyright legislation are attracting new interest in the controversial juke box and interpretation bills which were pigeonholed after extensive hearings in the last Congress. The juke box bill has nevertheless remained alive and, as previously reported, is likely to be dusted off for committee action next session by its sponsor, Rep. Hugh Scott Jr. (R., Pa.), chairman of the Republican National Committee. This bill would permit holders of music copyrights to collect royalties on records played in juke boxes. ASCAP has been strongly behind this legislation.

Apollo Revamping Talent Slant Set-Up

NEW YORK, Dec. 18.—Apollo disk exec Irv Katz has returned from a one-month jaunt thru the South and Midwest, and launched a revamp of the waxer's talent slant. New signings and extensive purchasing of masters by Katz indicate a future concentration by the label on Western, hillbilly and race material. Religious singer Mahalia *(Move on Up a Little Higher)* Jackson was re-signed for a period of three years, and blues warbler Bob Merrell has been pacted for one year, with a two-year option.

In addition to 30 masters picked up by Katz, Apollo bought two calypso sides, waxed in Bermuda, from Sir Lancelot.

NEW YORK, Dec. 18. — At press time it was learned that Apollo had re-signed pop singer Mary Small for another year with options. In the Negro department, additional signers were thrush Jo Evans and religious singer J. Robert Bradley. Both pacts are for one year with two one-year options. Cutting is scheduled to begin immediately after the Christmas holidays.

Rainbow Breaks Out In A&R Activity Rash

NEW YORK, Dec. 18. — Rainbow Records last week broke out in a rash of artists and repertoire activity. General Manager Ed Heller announced the signing of vocalists Lauraine Wynn and Del Casino to one-year pacts and the purchase of two masters from the Rambling Range Riders, Western group.

Right to *Round the World Rumba*, Esy Morales's recorded tune owned by Rainbow's subsidiary pubber, Rainbow Music, has been sold to Robbins Music. Morales's recorded version of his *Jungle Fantasy* (another Rainbow disk) will be featured in the forthcoming Universal-International film, *Criss Cross.*

Pearl Signs Paper With McConkey Co.

CHICAGO, Dec. 18.—Ray Pearl, who received his band release from Frederick Bros. a week ago *(The Billboard, December 18)*, this week inked a management pact with McConkey Music Corporation, according to Henry Durst, McConkey band department chief.

Pearl, a veteran Midwest orkster, was with Music Corporation of America previous to the war and spent four years with FB before joining McConkey.

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Tele Snags Merger of Unions

London To Junk 11 P.M. Closing?

LONDON, Dec. 18.—Later closing hours of night clubs and inns may be announced soon by Chuter Ede, Home Secretary, to attract American dollars. Cabinet ministers believe changes in closing hours would meet tourist industry complaints from dollar-spending visitors that there isn't enough night life in Britain.

The whole matter is now being considered and may be incorporated in the government bill for running state hotels and inns.

Visitors from overseas have long criticized the restriction of drinking hours. Tourists who have been used to mid-afternoon drinks have found Britain a little difficult because bars close for two or three hours in the afternoon. The 11 o'clock closing hour at night presents an awkward obstacle to the American visitor, who usually starts on his night life jaunts at that hour.

West End night clubs are now battling for trade by the introduction of more lavish floor shows, and the later closing hours may give the needed boost.

Benny Plans Summer P.A.'s

NEW YORK, Dec. 18.—Jack Benny will do at least a week's stand of personals next summer and may do more if available time can be found. His next theater date, set for June, is at the RKO, Boston, just before he leaves for London.

While the deal has not been formalized, it is understood the dough will be the same he got when he worked in Cleveland last time around. The figure will be based on a 50-50 split with certain percentages. Last time around Benny had Phil Harris, Rochester and the Sportsmen. Ha may have the same people with him again, but nothing is set except Benny himself.

Canadian Maritimes Revive Vaude; Hypo For Sick Pic B. O.'s

ST. JOHN, N. B., Dec. 18.—With film exhibitors and distributors concerned over a noticeable slump at the box office thruout the Atlantic provinces, there has been a return to vaude to bolster biz.

The first exhibitor to turn to vaude regularly is E. R. Lynn, owner of the Strand, Sydney, N. S., a former vaude and stage show house. He found five or six acts one night weekly boosting business when coupled with a feature film. Started as an experiment, the one night of vaude-pic combo has been continued indefinitely.

Along the Walker theater chain, packaged shows consisting of vaude numbers are being sent over the route for ona night a week at each house. Business has been reported improved on tha vaude-film nights. At the Strand here, a packaged show of six vaude acts was put on for a midnight show; this was the first deviation from a strictly flicker policy.

At a number of spots, touring hillbilly and Western type troupes are being booked intact for one-night shots in picture theaters.

Bill Whitebone, of St. John, a veteran magician, has organized a package show to tour film houses thru the maritimes, with his son, a ventriloquist, as well as himself included. Night apots and dance halls also are to ba played. In the theaters the vaude will supplement films. Whitebone reports the demand for vauda in this territory has increased considerably in recent months and he looks for further gains during the winter and spring.

5-Man Board Formed to OK Benefit P.A.'s

Limited to One Per Month

NEW YORK, Dec. 18.—Present system of okaying and passing on benefits, long held by Theater Authority and Alan Corelli, has been dropped in favor of a five-person commiteee, which takes over immediately.

Under the new set-up this committee will approve or disapprove benefits. Corelli's job will be to police them, not pass on them. The five-person board will consist of Florence Marston, Screen Actors Guild (SAG); Angus Duncan, Actors Equity; Ruth Richmond, Chorus Equity; Henry Dunn, American Guild of Variety Artists (AGVA), and Harold Hoffman, American Federation of Radio Artists (AFRA).

In the future all applicants for benefit show okays will have to present their case to this committee at least 30 days in advance. Board will sit once a month and make decisions. Any benefit that gets the okay will have to turn over 15 per cent of its take to this new body, which will apportion it to the various unions involved.

Another and perhaps a more important ruling is that no actors will be permitted to do more than one benefit a month. Any violators of this rule will be brought up on charges before the union of which he's a member.

Hy Faine, head of the American Guild of Musical Artists (AGMA) was also asked to join the committee. He bowed out with the feeling that the members of the new board are competent enough to take care of any problems affecting AGMA members.

EMA May Revive "Show Date" Plan

PHILADELPHIA, Dec. 18.—In order for new acts to break into the business and give newcomers an opportunity to show the Entertainment Managers' Association (EMA), representing the town's major club bookers, is considering the revival of showing dates for performers. Don McGarrigan was named chairman of the association committee to set up a pattern for this policy.

However, before the program is set up, EMA will seek the co-operation of both the actors' and musicians' unions, and at the same time invite the Variety Bookers' Association (VBA), representing the major night club bookers, to participate in such proposed showings. In all probabilities, tha showing dates would follow the regular monthly meetings of the association.

New acts will be invited to arrange for such show dates direct and also provida an opportunity for fellow-bookers to display their new wares. It is felt that such showings would do much to stimulate naw faces on the local club and nitery scene as well as enhance a performer's employment opportunities. The showing dates will be restricted to members of the association. The public will not be admitted.

24 Sheets Mebbe?

NEW YORK, Dec. 18.—Irving Barrett, local indie and one-night theater booker, was being shown a number of small postal card-sized pictures of various foreign acts. The rep handling these acts asked for a date for one.

"How much d'ya want for that act?" asked Barrett.

"Well," replied the agent, "I have to get $50."

"Fifty bucks? are you crazy —such small pictures!"

AGVA in Benefit Drive To Raise Sick Aid Dough

NEW YORK, Dec. 18.—An effort to get up enough dough to give members of the American Guild of Variety Artists (AGVA) sick and death benefits via a group insurance plan has been started by Henry Dunn, AGVA treasurer, thru a series of benefits.

Using $34,000 now in the union's gratuity fund as the nucleus, AGVA will attempt to raise an additional $32,000 annually, the amount of the premium. According to Dunn all the major vaude houses and major cafes thruout the country have agreed to set aside one night for AGVA.

Benefits will be run on a national basis. The West Coast, Midwest, Miami and other areas will run annual affairs under the direction of a professional promoter, who has guaranteed AGVA a minimum of $75,000 a year.

The money collected will give every AGVA member a complete hospitalization plan and a $500 death benefit.

Chicago branch's recent benefit (November 29) brought in $10,000. In that city, Chicago Osteopathic Hospital, which sponsored the event, has agreed to set aside the dough as a buffer for AGVA members unable to pay hospitalization.

According to this plan, the hospital will knock off 10 per cent of any AGVA member's bill and no charge for the surgeon if member pays up immediately. If an AGVA member can't pay, the amount will be deducted from the benefit fund with the patient agreeing to pay back to the fund at some future time.

Atlantic City's Paddock Fails of Liquor Permit

ATLANTIC CITY, Dec. 18.—Hearing on application to transfer a liquor license to the site of the padlocked Paddock International premises has been "indefinitely postponed," Mayor Altman has announced. This marks the sixth postponement on the application, in which a transfer of the retail liquor license from Lewis Friedberg to the Paul-Morris Corporation is being sought.

The attempt is to transfer the license of a Boardwalk location to the Paddock spot, which lost its liquor license early in the summer on charges of late-hour operation and lewd floorshows. As the Paddock International, the side avenue spot was one of the most popular cabarets in town. The Atlantic City Beverage Men's Association has opposed the transfer of the license, alleging that the Paul-Morris Corporation is a front for the same nitery operators who brought a black eye to the industry in its operation of the Paddock. The State Liquor Control Board revoked the Paddock license after the nitery lost out on appeals to the local courts.

AGVA Claims Right To Rule Video Field

4A's Sitch Up in Air

(Continued from page 3)

America (Four A's) when such a plan should have originated from the Four A's.

TV Is Chief Bone

The main bone of contention was the control of television, which it was charged was being "taken over" without authority from the Four A's, of which AGVA and other unions are a part. At that meeting an AGVA rep got up and flatly said, and ordered that it be put on the record, that "AGVA was laying claim to television."

The AGVA rep was asked whether he had board approval. No reply was made. But such approval was immediately sought and last week it was received.

AFRA's reply to the AGVA charge of non-participation in the merger is that when the merger was discussed originally, AGVA was under the control of the Four A's; furthermore, it didn't have its autonomy and was in no position to act with authority. But if it wanted to come into any merger now, the door was wide open for it. It extended the same invitation to other talent unions.

Already Set Up?

Dewey Barto, AGVA topper, said if there was such an invitation, it had not been reduced in writing and hadn't reached his desk. Basically, however, AGVA's objection to coming into any merger is tha claim that it is being asked to join a body which has in effect already been set up, when it should have come in on the ground floor.

AGVA also said that it had contributed $5,000 to the Television Authority and, if it had autonomy enough to contribute that money, it should have been asked to come in in the formativa stages.

While AGVA toppers have no plans they wish to disclose, they agreed that claiming control over TV might mean they will start negotiating with the networks for minimum basic agreements for its members. AGVA claims that under the present TV set-up there is hardly an AGVA member who didn't have a vital interest in video and it was up to AGVA to protect its members.

Acts Jan. 1 for Week-Ends In Majestic, Brooklyn

NEW YORK, Dec. 18.—Tha Majestic Theater, Brooklyn, will start using acts on a week-end basis beginning January 1.

House, owned by Siritzky International Corporation, will be booked by Irving Barrett. Plan is to use seven or eight acts with a low budget.

D. C. Hooch Tax Hike Urged

WASHINGTON, Dec. 18.—District of Columbia Commissioner Guy Mason is preparing to present to Congress a plea for a bill to doubla the present local tax on liquor, ha announced this week. The current district levy is 50 cents a gallon. Saying that the purpose of tha proposed rise is to meet part of the city deficit, Mason remarked that an increase would mean a hike in retail prices. "Liquor is a luxury," declared the commissioner. "Let the people pay for it."

NIGHT CLUB REVIEWS

Billy Gray's Band Box, Hollywood

(Monday, December 6)

Capacity, 225. Price policy, $2-$2.50 minimum. Shows at 9:15 and 12:30. Operators, Billy Gray and Max Gold. Booking policy, non-exclusive. Estimated budget this show, $2,500 Estimated budget last show, $2,000.

With opening show running over two hours, the six-act bill stacks up as one of the most generous talent parlays yet offered by the Band Box. In fact there is too much entertainment to take at one sitting.

Held over from the last show are Phil Foster, Mae Williams and Danny Rogers, while new starters included the harmonica virtuoso Leo Diamond, vocalist Michael Douglas and Billy Snyder.

That nitery styles have changed since Snyder last worked here is evident. While he is a pleasant, sincere and hard working emsee-songster his material was not up to date for the most part. When he used new parodies he clicked. Lad has plenty of talent but needs special material and more self-assurance. Experience should give him the timing.

Michael Douglas registered okay with a brace of well-chosen ditties, coupled with a medley of vocal impersonations. The ex-Kay Kyser tenor looks good, handles himself nicely and has a well-trained, pleasant voice.

Leo Diamond won a hefty hand with his mouth Wurlitzer skill on a group of classics. Switching to comedy, he got yocks with a screwball medley, played on a gadget resembling Spike Jones's rack of sound props that included corny bells, smoke bulbs, sparking pistols and musical balloons.

Featured spot went to Phil Foster. Working in a small room such as the Band Box heightened Foster's humor and made his patter even funnier at the second listening. With the audience with him he ad libbed his way thru two callbacks.

Thrush Mae Williams clicked in the fem vocal spot. The lusty-voiced stylist used good judgment in tune selections and sold each ditty well. Gal has shown steady improvement and rates today as an ear-catching chirper.

Surprise standout was deadpan pantomimist Danny Rogers, relatively unknown but terrifically funny. His whimsical gagging and expert timing, plus ability to sell corn, earned a well deserved beg-off. Pantomime poker game routine and burlesqued soft shoe turn were both solid.

Cliff Whitcomb did a first-rate job of backing acts on the ivories, with Lew Marcus filling in between shows.

Alan Fischler.

Everybody Says They're Terrific
STEVE GIBSON and his RED CAPS
Thanks to Walter Winchell
(from his Dec. 8, 1948, column)
"TAKE A BOW TO STEVE GIBSON'S RED CAPS TOYING WITH 'I LEARNED A LESSON'." (On Mercury Records)
Thanks to "LIFE" Magazine
(from Dec. 6, 1948, edition)
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Royal Roost, New York

(Thursday, December 8)

Capacity, 350. Price policy, 80 cents admission; minimum at tables $2. Shows grind from 9:30 to 4 a.m. Operators, Ralph Watkins and Bill Faden. Producers, Ralph Watkins and Monte Kay. Publicity, Mike Hall. Estimated budget this show, $4,000. Estimated budget last show, $3,000.

When Billy Eckstine and Charley Ventura's be-bop crew teamed into this spot back in July, their success paved the way for a name-talent policy that has seen a parade of top modern musickers come into the club. Now the same two are back, along with the free-style bop group led by the peerless Charley Parker. The three-ply package has something for everybody: For ballad fanciers, Mr. Eckstine; for appreciators of purist bop, the Yardbird, and for admirers of modern jazz who are not quite accommodated to the Parker-Gillespie extremist groove but who like the modified stuff, Ventura's bunch.

Altho one of Ventura's sock arrangements bears the title *Euphoria*, most of the euphoria induced at the Bopera House is Eckstine's responsibility. His engaging presence and his way with a ballad smack the crowd with the hardest impact, and if chatter, glass rattling and yocking are in progress when he begins a set, he soon gets an attentive hush. Patrons seem to know his record tunes; noises signifying recognition greet every title announcement.

Ventura Expands

Ventura, featuring the unison bop chanting of pert thrush Jackie Cain and Roy Kral, plus his own tenor and baritone get-offs and Benny Green's astonishing trombone stuff, has expanded his book substantially since his last time around. The strongest items are his cleverly cleffed novelty boppers, featuring the voice-against-instrument that has become a Ventura trade-mark. Slow ballad jobs, with Miss Cain's expressive piping and Ventura's sax improvisations, are also well received.

Parker's exciting avant-garde boppers, knit by Max Roach's explosive, four-limbed drumming (two bass drums on the stand), play some of the most soaring, inventive small-group bop yet heard in the bailiwick. Parker himself is the star of the group, reaffirming with every chorus his stature as the alto giant of the day.

Jerry Wexler.

The Casbah, Los Angeles

(Saturday, November 27)

Capacity, 500. Price policy, no cover or minimum. Shows at 10:30 p.m. and 1 a.m. Owner-operator, John Zaharis. Booking policy, non-exclusive. Estimated budget this show, $3,000. Estimated budget last show, $2,000.

Casbah customers got a taste of top-drawer vocal blending with the Mills Brothers in the spotlight. Still on top of the vocal group ladder, boys again proved themselves polished performers, injecting humor via precision routines to give their work added sales appeal.

Ringsiders called for encore after encore, shouting their requests, and were satisfied by the untiring graciousness of the brothers. Mitts aplenty greeted *Across the Alley From the Alamo, You Never Miss the Water 'til the Well Runs Dry, Never Make a Promise in Vain, You Tell Me Your Dreams, Confess, You Always Hurt the One You Love*, and topped off by *I'll Be Around* and *Paper Doll*.

In choosing selections lads prudently paired ballad items with rhythm numbers. This display of vocal versatility kept audience interest at a high pitch from walk-on to finish. Don Swan, former Xavier Cugat arranger-turned-batoner, provided adequate dance beats with his five-man combo. Operator Johnny Zaharis's name talent policy is apparently paying off at this south L. A. spot judging by the crowds.

Lee Zhito.

Cocoanut Grove, Hotel Ambassador, Los Angeles

(Tuesday, December 9)

Capacity, 860. Prices, $1.50 cover weeknights, $2 Saturdays. Shows at 9:30 p.m. and midnight. Owner, Hotel Ambassador. Operator, J. E. Benton. Booking policy, non-exclusive. House bookers, J. E. Benton and A. V. Tozzi. Press, A. V. Tozzi. Estimated budget this show, $8,000. Estimated budget last show, $7,500.

Dorothy Shay, the Hildegarde of the hills, is wowing 'em again at the Grove. Gal broke all house records when she first played this room last summer and there's little wonder. A lovely lass, making such a riotously contrasting picture to her burleyed mountain moanings that it has the customers rolling with laughter. As a vocalist, she possesses a fine voice and an equally fine sense of styling. As a comedienne, her sense of timing has the polish found only in a showbiz vet. Combined with carefully selected material, she is able to hit the yock bullseye from the start, and has the customers clamoring for more.

She shows wisdom in planning her program. For example, she prudently avoids doing *Feudin' and Fussin'*, the tune that first got her into the name brackets. She generously delivers the encores but it isn't until the show is running overtime that audience shouts for *Feudin'*, brings her back again for one more and, of course, that's the one. Audience psychology pays off in entertainment for the customers and stature for the artist. Selections include *The Old Apple Tree, Will You Treat Me in the Style to Which I Am Accustomed? It's the Little Things That Count, Cynthy Lou, I'm Doin' Alright for a Mountain Girl, I'm in Love With a Married Man, My Cousin Agnes, Efficiency* and finally, *Feudin'*.

Freddy Martin helped break the ice with a few exhibition numbers, featuring the Martin Men and band. Ork accompanied Miss Shay and set smooth dance beats for the customers that thronged the floor. *Lee Zhito.*

Versailles, New York

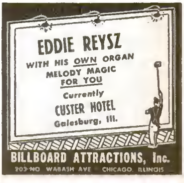
(Wednesday, December 15)

Capacity, 300. Price policy, $4-$5 minimum. Shows at 9:30 and 12:30. Operators, Nick Prounis and Arnold Rosefield. Booking, non-exclusive; publicity, John O'Malley. Estimated budget this show, $2,000. Estimated budget last show, $3,000.

Georges Ulmer, billed as "France's greatest composer, balladier and characterization artist," is an impressive performer. The medium-sized lad, who looks like a cross between Spike Jones, Jimmy Cagney and Red Skelton, differs from the usual run of Gallic performers—he speaks unaccented English.

Working on a portable platform, Ulmer goes thru a long list of French songs and sells them to a non-parley-vous crowd thru English intros.

If the lad isn't any great shucks as a singer, he doesn't have to be. His plastic mug and panto more than make up for it. When he did straight panto, sans chatter, in a silent movie routine, he demonstrated a command of comedy comparable to that of a Chaplin. Ulmer was on for about 35 minutes and had a tough time getting off. He's good; he's fresh; he's different. If he can translate his French songs into English he could achieve commanding stature in almost any spot. *Bill Smith.*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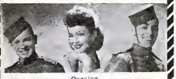

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Yours In Harmony

CHARLES J. POSSA

Mayfair Room, Blackstone Hotel, Chicago

(Monday, December 6)

Capacity, 325. Price policy, $1 cover and $2 minimum. Shows at 8:30 and 11:45. Publicity, Evelyn Nelson. Estimated budget this show, $3,600. Estimated budget last show, $4,200.

This smart hostelry room has gone into lower-budgeted shows, but with the two current acts seems to be getting plenty of entertainment for the money. Larry Storch acquitted himself admirably, getting yocks consistently from a small attendance. Storch has spiced his routine with some top parodies on dance teams, with the eye-catching bits worked in nicely between impreshes of celebs. He is just right for this spot, working his gags to their fullest to a hep audience. Storch's English movie impresh could be lengthened for it's a natural. The young mimic was called back three times, and on each return delivered a top-notch walk-off bit.

Russel Nype and Elizabeth Cote started slowly, the gal's nervousness projecting to her handsome partner. The pair does a fine vocalizing job, in unison and in soprano-obbligato, but the fem failed to loosen up until close of the act. They ran thru show and semi-classical tunes, with their special lyrics on several tunes winning chuckles. Walked off to an okay mitt.

Dick LaSalle, who's worked several long stays here previously, has a brassless band, working a soft combination of reeds, fiddles and rhythm section to good effect. The tempos are highly danceable, as exemplified by the many empty tables during dance sets. Leader's pianistics behind Larry Storch's monolog helped put over the act. *Johnny Sippel.*

Persian Room, Hotel Plaza, New York

(Thursday, December 16)

Capacity, 275. Price policy, $1.50-$2 cover. Owners, Hilton chain. Booking policy, Merriel Abbott, exclusive. Publicity, Dorothy King. Estimated budget this show, $1,500.

Leonard Sillman deserves an A for effort for his *New Faces* revue he brought here. But he rates considerably less for results. The format, while not ingenious, calling for a tab revue for a nitery floor, brings out something new, even a little fresh; certainly it's different and has considerable exploitation meat within it. But there's little in the show to call for repeat business.

Using a table-high platform surrounded by chairs, the 13-person mixed cast punched everything out as if it were on stage instead of right in the audience's lap. The show has blackouts, sketches and productions that depend mostly on hand wavings for their effect. Some of the sketches were funny, some of the songs were adequate. But nothing stood out except possibly the work of Louise Howard, and her usual nitery act gets results, whether she's on alone or has a mob behind her.

The show has two parts, each running about 45 minutes. There are a few bits in the first part, caught by this reviewer, which have commercial possibilities. There may be equally good ones in the second part (not caught) which, if tied together, might result in something that doesn't look like an audition held for backers. As it stands, it showed little except a lot of nice looking people trying hard to please but given very little to do it with. *Bill Smith.*

CAFE SOCIETY, DOWNTOWN, New York: Claude Marchant, the new dance act, comes to this spot with a solid background in primitive dancing. But instead of emphasizing it, he chooses to lean on ballet in his new routines. The result emerges as a conflict of terping patterns that does not quite come off. Marchant has some unusual leaps, whirls and kicks. He has the ability and shows flashes of it but his act as a whole doesn't jell. He was ably backed by his own drummer and the Dave Martin ork. *Leon Morse.*

Empire Room, Palmer House, Chicago

(Thursday, December 9)

Capacity, 550. Price policy, $1.50 cover Saturday; $1 other nights, with a $3 minimum. Publicity, Fred Townsend. Estimated budget last show, $5,300. Estimated budget this show, $6,200.

Paul Draper and Larry Adler have taken their concert package into the local nitery field for the first time with this appearance and the result is excellent bistro entertainment. Boys have trimmed the show to a tight 70 minutes. Draper, who did a very classic and uncommercial job in his last cafe stay at the Chez Paree, has completely reversed his field. His only classical tap ballet interpretation being an opener, followed by such easily understandable numbers as the *Blue Danube* and *Malaguena*. Bow-off surprise bit, in which the band started playing the jumper, *Christopher Columbus*, with Draper suddenly starting a jitterbug tap bit, won him two more call-backs.

Adler lacked the complete commercial touch of Draper, doing three straight heavy longhair numbers before he uttered his first word. Numbers, tho too heavy, might have garnered more interest had he given their theme some vocal elaboration, for it's usually his sharp-witted remarks in between that form the solid contrast for his lofty musical fare. After he went into *It Ain't Necessarily So* and *Hand-to-Mouth Boogie*, attention and mitting increased.

The talented duo really walked off to a tremendous hand after a cute finale, in which they asked diners for a dozen tunes, all of which were turned into a medley, played by Adler and interpreted by Draper. Quick switch from tunes like *Warsaw Concerto* to *12th Street Rag* got plenty of chuckles and gasps of surprise at Draper's work. Accompanist Calvin Jackson did a flawless job, tho he had only one day of rehearsal.

Steinwayite Barclay Allen worked smoothly, both as emsee and as pianist-leader. Ork (four reeds, two strings, four brass, three rhythm) mixes its numbers up more cleverly than other bands here. Allen received heavy mitting for his specialty, *Cumana*, during the floorshow, and his Latin numbers during the dance period.

The Abbott Dancers (8) belped put over the *Cumana* bit with a colorfully costumed routine that highlighted the Allen piano. Costuming the ponies in headdresses that were shaped like the frog of a fiddle, with an abbreviated costume shaped lige the fiddle body, brought a nifty hand for their toe specialty. *Johnny Sippel.*

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A

MERRY CHRISTMAS

AND A

HAPPY NEW YEAR

VAUDEVILLE REVIEWS

Chicago, Chicago

(Friday, December 17)

Capacity, 4,200. Prices, 55 to 98 cents. Five shows week-days; six on week-ends. House Booker, Harry Levine. Shows played by Louis Basil's house band.

This low-budget bill, strictly a fill-in for the pre-Christmas period, stacked up as better than average. After a good band opener by Louis Basil's house ork, Chris Cross worked his vent dummies to top returns. He scored nicely with his standard singing dolls, but it was his closer, a life-size Mae West-ish chirp, that won him a salvo. Elsie is the first adult-size doll this reviewer has seen. The novelty plus some good lines and solid vocalizing makes her a terrific closer for Cross.

Ruth Harrison and Alex Fisher have something refreshingly different in the way of comedy ballroom terping. Gal, who looks like a blonde Joan Davis, doesn't resort to all the derriere shifting gimmicks, but makes with a pair of awkward gams to get laughs. Pair are expert dancers, with the male's handling of the gal on lifts adding to the act. Their subtle comedy would do even better in a smart nitery.

Howell and Bowser need some sharp lines to open. Their present dialog is too draggy. They pick up steam when they start to sing and clown. The Negro comics have been doing the same songs for years.

The Langs, six youngsters, are too smooth in doing some expert teeter-board work. They work so fast and easy that the act never gets full appreciation, until their closer—built up with an introduction—in which a blindfolded gal does a two and a half into a chair 14 feet in the air. Last trick got a terrific mitt, but slowing the pace and making an intentional miscue would win heavier mitts during the act.

Pic: *Isn't It Romantic.*

Johnny Sippel.

'YULETIDE GREETINGS'
from
THE STEELE'S
(Ginger-Peter)
(Claudia and Lawrence)
P. O. Box 236 Hazel Crest, Ill.

Paramount, New York

(Wednesday, December 15)

Capacity, 3,645. Prices, 55 cents to $1.50. Number of shows, five daily. House booker, Harry Levine. Shows played by name band on bill.

It took no less a figure than Benny Goodman—who has been constantly accused of being old-fashioned—to dare to show off a new look in vaude band presentation. Goodman has prepared a musical bill which is, in fact, a book show. He offers his ork in a tightly conceived cavalcade of Goodman and jazz strung together by the leader's verbal narration and in musical comic couplets tossed back and forth between the King of Swing and his young pianist-vocalist, Buddy Greco Eliminated is the "and now we are proud to present" introductions and the various milking gimmicks. It flows from one musical number to another with appreciable ease with the aid of special lighting effects and the use of slides for backgrounds.

The Goodman show idea is based on the history of B. G.'s bands. Kicking off with *Bugle Call Rag*, representing his 1935 era, Benny and Greco take the audience thru the maestro's highlight periods, bringing into the show his current ork's instrumental quartet, sextet and ensemble, vocal group (tabbed The Clarinaders), singer Terry Swope doing *And the Angels Sing*, and the symbol of the jitterbug era in the ballet moderne of dance team Nicks and Taylor, whose terping efforts are fused as an accompaniment to the ork work. In his presentation, which uses 23 people, Goodman talks a pocket history of jazz and reminds of the greats which arose from his early bands—James, Krupa, Hampton, Teddy Wilson and Ziggy Elman —in a 15-minute panorama capped by his new bopping sextet. Musically, the leader carries the audience from big band two-beat stuff to the new bop-influenced Goodman music.

Two Added Bills

The two acts on the bill with the Goodman crew, the juggling Peiro Brothers and comic Buddy Lester, apparently were tacked on to the front and back of the B. G. band presentation. The talented Peiros came on cold with only 16 bars of the Goodman theme to help them but managed to come off with a hefty mitt. Lester, a hip comic, was warmly received but earlier had a good many of his gags fly over the audience's head.

It must be said that the entire layout, which must have been a rather difficult item to prepare with one day of rehearsal, was rather rough and unpolished opening day, with most of the difficulty lying in missed lighting cues, etc. By the end of the week, the package, which was conceived and produced by Sherman Marx, should crackle. And with Bob Hope and Jane Russell teamed on the screen in *The Paleface*, Goodman, after a couple of years' lay-off, should help roll up some fancy holiday grosses for the theater.

Hal Webman.

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H'w'd Ambassador Inks Name Line-Up

HOLLYWOOD, Dec. 18.—The Modernaires and Carmen Cavallaro will move into Ambassador Hotel's Cocoanut Grove March 1. This marks the first major Coast nitery engagement for the Modernaires since their bow here three years ago at the Trocadero. The Modernaires and Cavallaro will be followed April 28 by Frankie Laine and Leighton Noble's ork. Laine will be playing a return engagement, following his record stint at the Grove last July. Penciled for the four-week period from March 29 to April 24 is a package consisting of Rudy Vallee and Del Courtney. Papers for the latter are expected to be inked soon.

Dorothy Shay and Freddy Martin will continue until January 4, when Carl Brisson replaces Miss Shay with Martin staying over for another four weeks. On February 1 Victor Borge will make his Grove bow, with the Orrin Tucker ork taking over the bandstand. Freddy Martin, who ends his 12-week stay at the Grove January 30, will play Reno (Nev.) Hotel for one week prior to moving into San Francisco's St. Francis Hotel for a five-week engagement. He will then go on a string of theater dates thru the East and Midwest.

Schine Adds 3 New Houses to Circuit

NEW YORK, Dec. 18.—The Schine Theater Circuit has added an additional three houses to its vaude string. The Milford Theater in Milford, Del., will play Saturdays beginning December 25. The Glove Theater, Gloversville, N. Y., will begin vaude on week-ends December 30, and the Oswego Theater in Oswego, N. Y., plays Mondays and Tuesdays starting December 27. Al and Belle Dow are booking the houses.

The Schine Circuit now has the Rialto, Amsterdam, N. Y.; the Rialto, Glens Falls, N. Y., and the State, Cortland, N. Y.

D. C. Clubs Await Inaugural Crowds

WASHINGTON, Dec. 18.—Local niteries are expecting excellent business for the week of January 16 when nearly a million tourists will flock to the nation's capital for the inauguration of President Truman and Vice-President-Elect Alben Barkley.

Sky-rocketing hotel prices are likely to drain off much of the tourists' spare cash, but niteries hope the crowd will have enough left over to make the cash registers jingle. Hotel rooms had all been reserved weeks ago, rooms in private homes are vanishing fast, and D. C. officials are arranging for sleeper trains to bed down the overflow.

Montreal Clubs Knocked Out by Holiday Curfews

MONTREAL, Dec. 18.—Montreal's niteries took a second knockout blow this week when Director of Police Albert Langlois ruled that on New Year's Eve no entertainment will be permitted after midnight.

The first blow came a few weeks ago when Premier Maurice Duplessis, who heads the provincial government, ordered liquor sales must stop on New Year's Eve at 2 a.m. (with everybody out of the joint soon after) and on Christmas Eve at 11 p.m.

Under the peculiar legal set-up in the province of Quebec, the province has jurisdiction over liquor selling, and the cities have jurisdiction over entertainment.

Last year the situation was equally bad when the province ordered an early curfew on liquor selling. However, beefs were so numerous, the curbs were lifted almost at the last minute, but this only served to create more confusion, and the niteries lost a hunk of dough.

The reason for the city's order on entertainment is mysterious, altho Duplessis admitted that his edict barring liquor sales after certain hours was sparked by demands by bluenose groups.

Meanwhile, a battle royal is raging among top city officials, with one claiming that the 25-year-old law invoked now by the police director was originally intended for theaters, dance halls, etc.

Hotel men, nitery owners, restaurant owners and tourist officials are also steaming, since they claim that one of the things that brings the visiting fireman to Montreal is the fact that it's the one wide-open town in Canada. To keep it open all thru the year, and to close it on New Year's Eve is unthinkable, they claim.

It was thought when the police director first issued the order that he was referring only to theaters, dance halls, etc., but a statement from him Wednesday (15) revealed that he meant all entertainment—including niteries—must stop at midnight.

New Windjammer Op

BRISBANE, Australia, Dec. 18.—Bob Geraghty, social director of Surfers Paradise Hotel and night club, in association with Bill Graves, noted Melbourne showman, has taken over the Windjammer Restaurant and Treasure Chest at Surfers Paradise.

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Statler Hotels Mull Reviving Floor Shows

Hypoed by Hayes-Healy

NEW YORK, Dec. 18.—The Statler Hotel chain, which recently decided to drop all acts, has plans afoot to bring them back. So far no talent has been bought, nor have any reopening dates been set, but the various offices have been sounded out for availability on top attractions.

Insiders say that the idea of bringing shows back is the result of the job chain got from Peter Lind Hayes and Mary Healy, who opened at the Washington Statler a couple of weeks ago. Management now feels that if it can get acts of similar stature it will be interested in reopening.

Non-showbiz sources say that return of shows to hotels is based on two factors, both having to do with income, present and future. During the war hotels were overloaded and didn't have to have shows to make a buck. They did it for prestige and exploitation purposes. Today, they say, with hotel biz down, any effort which will tend to keep patrons from wandering off to competitors is worth while following.

The other reason is the possible return of the excess profit tax. During the years when that tax was in effect, shows cost hotels little actual money. Dough which would have gone into taxes because of the excess profits basis went into shows. If the excess profit taxes return and biz is such that takes will be cut by federal bites, the hotels figure they might get into shape by lining up shows for the coming year.

Ft. Worth Mulls New Casa Manana Plans

FORT WORTH, Dec. 18.—The city council has under consideration architect's plans for rebuilding Casa Manana, which was established here by Billy Rose in 1936 as a part of the Texas Centennial Celebration.

The original building was torn down during the war, principally to get iron for war purposes. It had what was claimed to be the world's largest revolving stage.

Present plans call for a large stage. Bonds for the city to spend $500,000 for amusement purposes already have been voted. If the city council decides to go forward with the revival of Casa Manana, all that will have to be done is to sell the bonds.

Other funds would come from subscription from business men to bring in outstanding stageshows.

Berlin Scala Drops Vaude; Short of Acts and Dough

BERLIN, Dec. 18.—The New Scala changed its policy, dropping vaude, December 1. Only movies are offered; these will change every week, while the former vaude policy changed the show monthly.

Reasons for the change are the difficulties in the booking of new acts since the blockade of Berlin made travel almost impossible. The shortage of suitable acts and the shortage of ready money have hurt business at the Scala since the currency reform. Vaude may be resumed next spring.

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Toronto Talent Biz Opening Up; Big Clubs Hunt Right Names

TORONTO, Dec. 18.- The recent talent buying market in Toronto, a survey shows, is opening up wider every day, and the four main spots, the Fiesta Room in the Prince George Hotel, the Indigo Room at the Barclay Hotel, the Club Norman and the Vanity Fair at the King Edward, are in quest of such names that are in keeping with their budget.

The odd thing about this situation is that many of the bigger attractions who work for four figures in top U. S. spots, mean nothing in Toronto, whereas others, like singer Arthur Lee Simpkins, for example, who have played in near-by Buffalo at the Town Casino, have real pulling power here.

The reason for this is that Toronto cabaret activity, dormant for a long time until last year when the laws were changed, is even now limited to what the spots can afford. If the acts have played Buffalo or maybe Montreal, fine; if not, they've got two strikes against them from the start.

The newly opened Fiesta Room is a good example. Ops are the Smith brothers—Harry and Ben. The room is smartly decored and has good service. Spot is booked by Dick Henry, of the William Morris office, and the tee-off show had Sunny Skylar and Artie Dann, who clicked nicely, followed by Johnny Howard and Kathlerine Chang. Howard is a big hit, and taking away trade from the other spots, but mainly because of his pulling power in Montreal where he's a big draw.

Over at the Vanity Fair Carl Brisson got a reported $2,000. May Johnson, who books the room, is trying to get attractions in keeping with her budget, but so far the only major act to play in recent months was Phil Regan. Reports current in Toronto were that Hildegarde was coming in, but a spokesman at Music Corporation of America (MCA) who handles her, said that there's nothing set yet.

At the Club Norman, booked by Buddy Howe, of General Artists Corporation (GAC), there is a policy of semi-names. Among those who have already played the spot are Jan Bart, Jean Carroll, Dolly Dawn, the Deep River Boys, and set to come in are Little Jack Little's ork and Rolly Rolls. The spot has an average $1,500 nut playing two acts.

The Indigo Room at the Barclay Hotel also has a two-act policy with Ada Lynne, lead comedienne of *Hold It!* the Broadway musical, clicking nicely, and Jimmy Leeds, who does a melange of elusive comedy being quite out-of-place here.

Indigo op Sol Saltzman has been having his headaches with various acts and the American Guild of Variety Artists (AGVA), but he claims now that all the trouble was just a lot of misunderstanding and is gradually being straightened out.

Blackout Curbs

All four spots have an average $1.50 cover after 10:30, with no liquor allowed to be sold after midnight Saturday. A new headache being faced now is the power crisis with additional blackout curbs being added continuously. How this will affect these niteries remains to be seen.

Cocktail lounges around Toronto do a big business, and the amount of patronage from Toronto to the Town Casino in Buffalo has fallen off considerably since the niteries mushroomed here.

As far as booking is concerned the only big agency not represented is MCA, with the Fiesta being handled by the Morris office, Club Norman by GAC after May Johnson booked the room for a few months after opening and the Vanity Fair at the King Edward Hotel, by May Johnson who books all the other Cardy Hotel rooms including the Normandie Roof in Montreal. The Indigo is now in the hands of Miles Ingalls after having gone thru the hands of other bookers. *Charles J. Lazarus.*

IN SHORT

Cincinnati:

Beverly Hills Country Club, Newport, Ky., closes its doors for its usual winter hiatus on New Year's Day to remain dark thru the Lenten season. Frank Libuse heads the season's final show. Extensive renovations are planned before the nitery's reopening. . . . Mrs. Cecile Sanker Lindsay, who currently has two lines in Cleveland and another in Syracuse. has hopped to New York to rehearse a new group for Havana and Central America. . . . Jean May, former captain with a Lindsay unit, has joined the Kathryn Duffy dance group at Beverly Hills. . . . Barbara Cameron, formerly featured on *Moon River* over WLW, is making her nitery debut at Glenn Rendezvous, Newport, Ky. . . . Sam Tucker and Sammy Schraeder, Beverly Hills nabobs, played hosts to 400 orphans from the Northern Kentucky area at a Christmas party at the club last Wednesday (15).

New York:

Stem Staggers to 340G; Para 50; Cap and Strand 40

NEW YORK, Dec. 18.—In spite of a slight recovery last week to $340,000 from a poor $330,000 the previous seven days, pre-Christmas biz of the Stem was in the doldrums. The Capitol and Strand were the worst hit.

Capitol (4,627 seats; average $66,000) went way below its weekly average take, collecting $40,000 the first week with Bill Robinson, Luba Malina, George Paxton and his ork and *Let's Live a Little.*

Strand (2,700 seats; average $40,000) was another house that was off to $40,000 the opening stanza with its presentation. The bill is the Deep River Boys, Dizzy Gillespie and his ork, Maxine Sullivan, the Berry Brothers, Spider Bruce and *The Decision of Christopher Blake.*

Radio City Music Hall (2,600 seats; average $115,000) collected the coin last week, grossing a strong $140,000, with its Christmas show consisting of the Cristiani's, Pallenberg's Bears and *Words and Music.*

Roxy (6,000 seats; average $89,000) fell to $70,000 last week from a good $90,000 the second week. The bill is Mickey Rooney, Borrah Minevitch, Rosario and Antonio and the Ice Show with Arnold Shoda and Joan Hyldoft. Pic, *When My Baby Smiles At Me.*

Paramount (3,654 seats; average $76,000) down to $50,000 its third and last week with Nellie Lutcher, Red Buttons, Raul and Eva Reyes, Stan Kenton and his ork and *Miss Tatlock's Millions.* The previous stanza was good for $60,000. The new show is Benny Goodman and his ork, Buddy Lester, the Peiro Brothers and *Paleface.*

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Corporate 'Angeling' Method Seems Due for Comeback

NEW YORK, Dec. 18.—The old system of organizing a corporation to back plays, instead of a limited partnership as at present, may make a comeback as a method of legit financing. Corporate structure as an angeling device went out in 1942 when the government ruled, in a new concept, that bad debts were to be classified as business and non-business debts.

Only up to $1,000 was deductible under the non-business category. Theatrical investments, since they were made by people not in the legit business, were considered as non-business debts. However, the Tax Court in a recent ruling applicable to the theater reversed its previous stand. It decided that a loan could be made to a corporation by another not in the same business and that it was deductible in full. Only personal loans were to be considered as non-business bad debts.

The advantage of financing a show thru a corporation is that the money invested is repaid to the angels tax free. From then on the 38 per cent corporate tax is levied on the profits.

In a limited partnership you must pay taxes on the first dollar returned. However, personal taxes only are 38 per cent or above when your income is $12,000 or higher each year. Since most angels make considerably above $12,000 each year they pay 38 per cent tax from the first dollar returned on a limited investment. Therefore it is to be seen that organizing a corporation to back a play is preferred and the future, no doubt, will see a return to this method.

What? "Salome" To Play Hub?

BOSTON, Dec. 18.—Apparently the pressure of the press and public opinion have had some effect on the local censors and other factors who either bluepencil shows or prevent the local showings of productions "offensive" here.

This is surely indicated by an announcement this week by the Boston Opera Association, which sponsors the Metropolitan Opera here. It was publicly stated that when the Met comes here in March one of its major productions will be Richard Strauss's *Salome*, which never before has been done in this city.

Thru pressure of the late Cardinal O'Connell, the licensing censors and the Watch and Ward Society, Strauss's "sensational" music drama, based on Biblical history, was never allowed in Boston. Despite its origin in Bible history, the objection was always made to "Salome's dance of the seven veils" and to the scene in which she prates over the severed head of John the Baptist.

Some local papers recently got a scent on the possible production of *Salome* and tried to stir up a tempest, but it apparently made no difference. The Boston Opera Association made its announcement a few days later.

Better yet, Boston's Tributary Theater, a member of the National Theater Conference, put on Oscar Wilde's play, *Salome* (on which the opera is based), two weeks ago and got away with it. The censors let go the first performance and only asked for a few justifiable changes for the second.

Zittel Closes Deal For H'w'd El Patio

HOLLYWOOD, Dec. 18.—Ted Zittel, New York legit theater op, this week closed a deal for a long-term lease on Hollywood's El Patio Theater and will convert the house to a full-scale legit operation. Zittel will head the org named Showcase, Inc. to handle production and presentation of plays and musicals in the 794-seat theater.

Zittel plans to begin operations by January 15, bringing in either Ross Hunter's new musical, *Take It From Me*, or a new play by Jus Addis and Dave Durston. In addition to preeming new offerings, Zittel will try to book New York roadshows immediately following local runs at Los Angeles's downtown Biltmore Theater. Because of the large population served by Hollywood, Zittel believes he can do biz in a conveniently located house despite Biltmore's first crack at road showings.

D. C. Jim Crow Fight Renewed

(Continued from page 3)

to collect a $500 penalty prescribed in the Civil Rights Act for violation of a statute which outlawed racial segregation. This act was later held invalid by the Supreme Court.

The Municipal Court of Appeals last month in a unanimous opinion upheld a lower court's decision in dismissing Henderson's suit against the theater (*The Billboard*, November 13), but Cobb in his latest brief argues that the tribunals have not yet made clear the question of jurisdiction in the case. He said that the whole question of segregation laws needs clarification by the present U. S. Supreme Court.

Counsel for the National Theater has until the end of the month to file a reply. If the case finally reaches the highest tribunal, the litigation is certain to attract nationwide interest, since it will provide the first major test of the theater-segregation issue in several years. Additional local interest is likely to be centered on the case as the result of a preliminary report issued last week by a research committee of the National Committee on Segregation in the nation's capital. The report denounced segregation practices here in theaters, niteries, restaurants and other public places, as well as in private business and real estate.

Meanwhile, Washington remains without a legitimate theater but hope continues strong that the Virginia Theater in near-by Alexandria may soon arrive at an agreement on a contract with a New York booking agency for a tryout legit run. Officials of the theater are hopeful that a decision will be reached by the end of the year.

Pre-Xmas Stem Slump Terrific

NEW YORK, Dec. 18.—The annual pre-holiday legit tic-buying slump has outdone itself this year. According to one major brokerage house the slough-off began last month, with November sales off 22 per cent from the same month last year. Obviously, the house's operator expects December receipts to hit an even lower level.

However, in spite of a bad over-all picture, he figures *As the Girls Go*, *Mr. Roberts* and *Edward, My Son* for an eight-performance pre-Christmas sell-out next week. Some of the others are hard to tab brokerage-wise, because of skedded theater parties. In any event, the week-end, including the Saturday mats, looks good by comparison on the basis of an expected out-of-town holiday influx. Since the new year likewise is another week-end magnet, it is possible that the end-of-month biz may offset the current b.-o. headaches to some extent.

BROADWAY SHOWLOG

Performances Thru December 18, 1948

Dramas

	Opened	Perfs.
Anne of a Thousand Days (Shubert)	12- 8, '48	14
A Streetcar Named Desire (Barrymore)	12- 3, '47	437
Born Yesterday (Henry Miller)	2- 4, '46	1,208
Edward, My Son (Martin Beck)	9-29, '48	92
Goodbye, My Fancy (Morosco)	11-17, '48	37
Harvey (48th Street)	11- 1, '44	1,742
Life With Mother (Empire)	10-20, '48	68
Light Up the Sky (Royale)	11-18, '48	36
Mister Roberts (Alvin)	2-18, '48	352
Private Lives (Plymouth)	10- 4, '48	88
Silver Whistle, The (Biltmore)	11-25, '48	29
Summer and Smoke (Music Box)	10- 6, '48	85

Musicals

Annie, Get Your Gun (Imperial)	5-16, '46	1,070
As the Girls Go (Winter Garden)	11-13, '48	41
High Button Shoes (Broadway)	10- 9, '47	500
Inside U.S.A. (Majestic)	4-30, '48	267
Love Life (46th Street)	10- 7, '48	84
Make Mine Manhattan (Broadhurst)	1-15, '48	390
My Romance (Adelphi)	10-19, '48	71
Small Wonder (Coronet)	9-15, '48	109
Where's Charley (St. James)	10-11, '48	80

ICE SHOWS

Howdy, Mr. Ice (Center)	6-22, '48	180

OPENED

Lend An Ear (National)	12-16, '48	4

COMING UP

(Week of December 20, 1948)

Make Way for Lucia (Cort)	12-22, '48
Jenny Kissed Me (Hudson)	12-23, '48
Oh! Mr. Meadowbrook (Golden)	12-26, '48
Victors, The (New Stages)	12-26, '48

CLOSED

Play's the Thing, The (Booth) Saturday (18)	4-28, '48	244
Respectful Prostitute, Hope Is a Thing With Feathers (Cort) Saturday (18)	2-16, '48	318
Bravo (Lyceum) Saturday (18)	11-11, '48	44

Equity Mulls Plan To Overhaul Laws

NEW YORK, Dec. 18.—The poorly attended quarterly meeting of Actors' Equity at the City Center yesterday (17) brought forth a resolution recommending the setting up of a committee to overhaul the union constitution and its by-laws. After discussion by the Equity council, it is expected this will be done.

The recommendation tabled consideration as to whether execs of the labor org had the right to vote at council meetings. It had been assumed previously that the constitution gave them the right, but when the question was put before the membership they voted against it. However, the vote did not have the two-thirds majority needed to enforce the will of the dues payers.

Among other resolutions, the council was asked to provide machinery to persuade Congress to appropriate $10,000,000 to establish two repertory theaters in each State. Another motion endorsed the action of the council urging Congress to set up a department of fine arts in the cabinet with a cabinet officer in charge.

1,693 Theaters In Canada, But Only 5 Legit

MONTREAL, Dec. 18.—The Dominion Bureau of Statistics has issued some revealing figures on the entertainment industry in 1947. One of the chief facts pointed up was that of a total of 1,693 theaters across the country, only five were used for legit productions.

Also disclosed was the fact that the gross revenue garnered by these five houses totaled $1,214,000 (from 702,611 patrons), a falling off from the previous year.

The government issues these figures toward the end of each year; therefore full official figures for 1948 will not be available until this time next year. However, on the basis of business thus far at the Royal Alexandra Theater in Toronto, Canada's largest legit house, it is evident that this year's grosses have been only so-so.

Wide Open Spaces

The dearth of legit houses in Canada explains in part why more stage attractions don't come to Canada. With five houses spread over a distance of some 3,000 miles, it is not an attractive proposition for any impresario to send stuff up here when he can book the same productions in dozens of relatively close U. S. theaters and not have to worry about long jumps, taxes and customs.

About half the movie houses in Canada are owned by large chains, which naturally do not welcome or encourage the showing of any legit attractions. This is one of the reasons why Toronto, with its Royal Alexandra, independently owned, is so far ahead of the larger Montreal, where the only good house, His Majesty's, is owned by Consolidated Theaters, largest film exhib circuit in Canada.

Another reason why Toronto is ahead of Montreal is that Toronto can draw on thousands of English-speaking commuters from neighboring small towns. Most of the English-speaking patronage for Montreal is concentrated in the city.

Mary Hunter Sees Renaissance Coming

HARTFORD, Conn., Dec. 18.—Mary Hunter, Broadway director, speaking at the Morgan Memorial Saturday night (11), said that a renaissance was due in the American theater. The director of Ballet Ballads and *The Respectful Prostitute* told the audience that there was a ground swell caused by a theater-hungry public thruout the country. She said it was changing the American theater into a community and regional pattern.

Miss Hunter spoke in the "On Stage USA" series being presented at the Morgan Memorial by the Randall School organization, in which notables come to Hartford to discuss problems of the theater.

The American people's hunger for live shows, according to Miss Hunter, is not being satisfied because of the "high prices, a commercial stranglehold, and sloppy plays." Theater real estate interests, she continued, ignore public interests, and just guess what the public will like. "They do not explore the theater business as is done in other fields of business," she said, "and they leave no room for young people."

"Music does a good job in getting young people interested. But just try to find a student ticket to a hit show on Broadway," she challenged.

Miss Hunter charged playwrights with "sloppy thinking" and "living in a special world of their own."

Miss Hunter is now directing a new Sartre play, *The Victors*, which gets an off-Broadway preem December 26.

BROADWAY OPENINGS

LEND AN EAR

(Opened Thursday, December 16)

NATIONAL THEATER

A revue with sketches, lyrics and music by Charles Gaynor. Staged by Hal Gerson. Dances by Gower Champion. Settings and costumes by Raoul Pene Dubois. Musical direction by George Sauer. Orchestrations by Clare Grundman. General manager, Michael Goldreyer. Stage manager, Peter Lawrence. Press representatives, Samuel Friedman and Lewis Harmon. Presented by William R. Katzell, Franklin Gilbert and William Eythe.

CAST: Yvonne Adair, Nancy Franklin, Arthur Maxwell, Anne Renee Anderson, Antoinette Guhlke, Tommy Morton, Dorothy Babbs, George Hall, Gene Nelson, Carol Channing, Gloria Hamilton, Bob Scheerer, Al Checco, Bob Herget, Jeanine Smith, Robert Dixon, Beverly Hosler, Lee Stacy, William Eythe, Jenny Lou Law, Larry Stewart.

SONGS: "After Hours"; "Give Your Heart a Chance To Sing"; "Neurotic You and Psychiatric Me"; "I'm Not in Love"; "Friday Dancing Class"; "Ballade"; "When Someone You Love Loves You"; "Join Us in a Cup of Tea"; "Where Is the She for Me?"; "I'll Be True to You"; "Doin' the Old Yahoo Step"; "A Little Game of Tennis"; "In our Teeny Little Weeny World"; "I'm on the Lookout"; "Three Little Queens of the Silver Screen"; "Molly O'Reilly"; "Who Hit Me?"

It just goes to prove that you can put a revue on the Stem practically sans names, and come up with a sock hit—if there's real talent in the scripting and in the playing of same. *Lend an Ear*, newest of the intimate revues, has talent-plus in all departments. Likely Charles Gaynor deserves top bow, since he is responsible for sketches, lyrics and tunes. Most of his sketches are pithy and punchy; two, *Gladiola Girl* and *Words Without Song*, in which he takes terrific swipes at corny Shubert musicals and grand opera, are riotous. He has a deft ear for the turn of a rhyme and ditto for the lilt of a tune. A couple of the latter, *Molly O'Reilly* and *Give Your Heart a Chance To Sing*, should come in for high pop chart ratings.

But none of this good material but shines the brighter via the efforts of the score-odd of youngsters who act, clown, step or sing it out. By turns, they are called on to kid psychoanalysts, bosses, columnists, concert ballad-singers who play trick instruments, tourists, silent movies and the talkies, ham song-and-dance actors and even hammier operatic song-birds. But always there is someone in the group who precisely fits the slot or slots required. The over-all is as refreshing and zestful a potpourri of nonsense as has hit the Stem in a long time.

First-Rate Comediennes

The whole gang of them is so good that it seems almost unfair to spotlight any of them with special praise. However, some new comediennes like Anne Renee Anderson, Carol Channing and Yvonne Adair have everything to head them for future feature brackets. They are a trio who can take on any assignment from clowning, stepping to torch chanting between them. Co-producer William Eythe also contributes estimably to the proceedings of his own show. A Broadway future is his as well, if he wants it.

Gower Champion's dance patterns are of a piece with the rest of the material. They are spectacular without being top-heavy and with an intimate quality which precisely fits the unpretentious mood of the show. Dorothy Babbs, Bob Sheerer, Gene Nelson and Tommy Morton step them splendidly.

In fact, this edition of *Ear* which William Katzell, Franklin Gilbert and Eythe have brought from the West Coast (its counterpart is still running strong out there) has about everything to make it tick. Raoul Pene Dubois's backgrounds and costumes are exactly right for this kind of show, and Hal Gerson's staging keeps it snapping at a fast pace. *Ear's* bid is for the customer to relax and have fun. The pew-buyers will be doing just that for a long time at the National. *Bob Francis.*

THE EAGLE HAS TWO HEADS

(Opened Tuesday, December 14)

LENOX HILL PLAYHOUSE

A drama by Jean Cocteau. Adapted by Harald Bromley. Directed by Ted Post. Sets by Robert Markell. Costumes by Lois Fern. Stage manager, Gertrude Doolittle. Production supervisor, Robert Fierman. Produced by the Equity Library Theater.

The Queen	Joanna Roos
Stanislaus	Gene Lyons
The Count	Ferdi Hoffman
The Duke	Werner Klemperer
Edythe De Berg	Ruth Manning
Tony	Jack Garlein

The Equity Library Theater has proved that the quick burial given to Jean Cocteau's *The Eagle Has Two Heads* several seasons ago on the Stem was eminently justified. For in spite of a slick production which emphasized different qualities in the leading role, the play remains what it was then—a species of fowl served with different dressing on the Broadway table many times before.

It is a cloak and dagger romance complete with a misunderstood queen, a heroic peasant, a villainous, intriguing count and other appendages of this phony formula. The peasant comes to give new life to a queen who is ready to die for love, but the opposition show their dirty teeth, the lovers commit suicide for each other and the audience is supposed to be purified.

Roos Falters

Its only excuse for existence is the challenge of the queen's role, which is one that only a superb actress can meet. Miss Roos is a good actress but not strong enough to meet the task at hand. True, the writing does not give her much to work with, but the infusion of a great personality frequently has created stage magic out of dross. However, the audience was requited by a grand performance from Gene Lyons as the hero. This young actor knows what he's about on stage and makes his presence fully felt. He will be heard from.

Ferdi Hoffman's slick interpretation of the nasty count is even more potent because of his underplaying of the cardboard character to give it reality. And as a loyal duke in the queen's service, Werner Klemperer hands the script a substantial assist.

Ted Post is responsible for whatever impact the play has via his intelligent direction. Robert Markell's set of a room in a castle takes full advantage of the limited stage area.

Leon Morse.

HERSHEL THE JESTER

(Opened Saturday, December 11)

YIDDISH ART THEATER

A folk comedy by Moshe Livshits. Staged by Maurice Schwartz. Music by Joseph Rumshinsky. Sets and costumes by Leon Poch. Dances by Selma Schneider. Stage manager, Morris Strassberg. Press representative Anne Wolf. Presented by the Yiddish Art Theater.

Malkeh	Anna Appel
Perele	Sara Gingold
Chaik'l	Gustave Berger
Moyshe Nachum	Muni Serebrov
Hershel Ostropoler	Maurice Schwartz
First Gabbai	Misha Fishson
Second Gabbai	Morris Krohner
Third Gabbai	Sol Krause
Fourth Gabbai	Morris Bielavsky
Reb Zalman	David Medoff
Rebbi'tsim	Leah Naomi
Rabbi Reb Baruch	Boris Auerbach
First Sexton	Jacob Mestel
Second Sexton	Isaac Inventar
Motye Dovid	Charles Cohan
Berl Eisick	Max Tannenbaum
Chief of Police	Yudel Dubinsky
Michael	Anatole Winogradoff
Feige Leah	Rosetta Bialis
First Policeman	Murray Lazarowitz
Second Policeman	Benny Gitlitz
First Hasid	Robert Small
Second Hasid	Paul Richards

Switching from patriotic propaganda to pre-Christmas buffoonery, Maurice Schwartz and his Yiddish Art Theater cohorts have turned to a song-and-dance folk comedy. Judging from the reaction of an overflow Second Avenue Theater audience—a guffaw reaction somewhat lost on a non-linguistic reporter—it is a good switch indeed. It looks as tho Schwartz and company have a solid downtown hit on their hands.

So the maestro clowns, sings and even dances to tunes contrived by Joseph Rumshinsky, thru as intricately plotted a comedy as you will want to see, as *Hershel the Jester*. This Hershel (so a program note advises) was actually a sort of Jewish Will Rogers who held forth in the Ukraine during the last half of the 18th century. His reported witty didoes (also according to the program) have become a part of Jewish folklore. Be that as it may, even in a play that is so thick with plot that an English synopsis leaves a reader slightly dizzy, the maestro and his assistants obviously get a lot of fun out of *Hershel*. It is fun, too, even for a reporter who is missing most of the nuances because of language difficulty, to see them toss art overboard and get down to earthy nonsense.

Happy Skulduggery

Moshe Livshitz's two-act combo of Hershel's merry connivings is too complicated for detailed discussion. Chiefly, it concerns his successful efforts to marry his daughter to the son of the town's richest man. In between there are two-hours-plus of happy skulduggery on the part of Hershel, a marriage broker, and sundry others. Most helpful support to Schwartz's clowning is given by Gustave Berger as the aforementioned marriage broker, by Sara Gingold as the love-sick daughter, by Muni Serebrov as the rich lad and by Rosetta Bialis as the leader of the local smart set.

Schwartz has given his holiday fare his usual careful production. There are excellent sets and costumes from Leon Poch and the maestro's staging gives the nonsense which they background a fine 18th century flavor. There is no question but that the antics of Hershel and his gang appeal to the Second Avenue congregation regulars. They don't miss a trick and the laughs rattle the rafters. When the Yiddish Arters let their hair down and go to town, they hit pay dirt. *Bob Francis.*

Suit by Carl Ring May Set Precedent

NEW YORK, Dec. 18.—Carl Ring's suit against the Authors League (AL) for $420,000 triple damages is on trial before Judge Simon Rifkind and a jury in New York Federal Court. Ring claims that the Dramatists Guild, theatrical affiliate of the AL, was responsible for the failure of his production of *Stovepipe Hat* because its Minimum Basic Agreement (MBA) did not allow him to make script changes. He alleges the MBA is a violation of the anti-trust laws.

The suit has far-reaching implications in that if Ring is upheld, Stem producers will be allowed to operate without any DG MBA. In 1946 the producer won a ruling from the United States Court of Appeals which held "that we must hold there is a show prima facie of agreement in restraint of trade" but referred the suit to trial. Also named as co-defendants are Harold Spina, Edward Heyman, Wilbur Hannor and Edward Pauker.

Chi Ban Kills Tour Of "The Prostitute"

NEW YORK, Dec. 18.—The road tour of Jean Paul Sartre's *The Respectful Prostitute* has been canceled because of the refusal of the Chicago authorities to rescind their ban on the show. Chi's mayor, Martin H. Kennelly, this week upheld the action of his censor in prohibiting the show's appearance in the Studebaker Theater December 27.

New Stages claims that the action has resulted in booking troubles elsewhere and ended the road future of the play.

The Chicago office of the American Civil Liberties Union is organizing a committee to protest the ban.

Out-of-Town Opening

NOW IS THE WINTER

(Opened Friday, November 12)

ACTORS' LAB THEATER, LOS ANGELES

A comedy by John O'Dea. Directed by Bert Conway. Scenic design by Les Marsolf. Sets executed by Bernard Gersten. Costumes by Barbara White. Stage manager, Ralph Delauney, assisted by Joan Harris and Julius Makoff. Sound, Myron Cook. Press, Joe Papirofsky.

Shorty	Billy Smith
Professor	Peter Brocco
Utilities	Philip Pine
Oakie	James Anderson
Tex	John Compton
Sid	Jerry Paris
Sarge	Ian MacDonald
Lieutenant Willis	Bob W. Hoffman
Lieutenant Brett	Walter Coy
Private Murphy	Curt Conway
Colonel Balow	Mervin Williams
Pat Collins	Marilee Phelps
First Medic	Ralph Delauney
Second Medic	Julius Makoff
Colonel Bates	Mack Williams
Captain Taylor	James Parker
Lieutenant Johnson	George Buchanan
First Poker Player	Ralph Delauney
Second Poker Player	Julius Makoff
Soldier	George Buchanan

That war can be hell and funny too has been proved to comedy advantage many times, but it still packs a laugh wallop as far as audiences are concerned. For example, take this fanciful piece by John O'Dea. A G. I., assigned to clean up the general's office on Attu, moves a couple of pins on the briefing map. The resulting change in operational plans turns out to be a stroke of genius, the lowly private proving himself to be a greater master of military strategy than the general himself. With this as the keystone to the plot and well padded with a series of mistaken identities, this comedy of errors appears to be just what the ticket buyers wanted. Audience roars with laughter at each manufactured situation, and tho these incidents may be quite unlikely in real life, they still click with the crowd.

O'Dea's characters—an illiterate Oakie, the book-wise professor, a quick-witted vaudevillian—all lend themselves well to comedy treatment when brought together in an army barracks. These roles are left to the capable hands of a fine cast, tightly directed by Burt Conway. O'Dea injects a touch of the serious—Oakie learns of his wife's death in an auto crash, the mingled feelings of joy and concern about the future when the war is declared at an end—all serving to add a touch of body to an otherwise light comedy.

By weeding out some of the weaker incidents, O'Dea will have a laugh vehicle that may well score east of the Mississippi. Some may argue that this play about army life lacks timeliness in these days of peace, but then possibly sufficient time has elapsed to permit audiences a hearty laugh at the hell that is war.

Lee Zhito.

ROUTES

Dramatic and Musical

Along Fifth Avenue (Shubert) Boston.
Allegro (Hanna) Cleveland.
Annie Get Your Gun (His Majesty's) Montreal.
Born Yesterday (Memorial Hall) Dayton, O., 21.
Blackstone (Colonial) Boston.
Brigadoon (Shubert) Chicago.
Carousel (Majestic) Dallas, 24-25.
Command Decision (Studebaker) Chicago.
Diamond Lil, with Mae West (Forrest) Philadelphia.
Desert Song (Nixon) Pittsburgh.
Don't Listen Ladies (Wilbur) Boston.
Favorite Stranger, with Kay Francis (Strand) Elmira, N. Y., 25.
Finian's Rainbow (Auditorium) Rochester, N. Y.
Heiress, The (American) St. Louis.
Harvey (Metropolitan) Providence, 21-23; (Playhouse) Wilmington, Del., 25.
High Button Shoes (Great Northern) Chicago.
Kiss Me Kate (Shubert) Philadelphia.
Medea, with Judith Anderson (Blackstone) Chicago.
Mr. Roberts (Erlanger) Chicago.
Oklahoma (Cass) Detroit.
Oklahoma (Orpheum) Sioux City, Ia., 20-22; (Coliseum) Sioux Falls, S. D., 23-25.
Raze the Roof (Shubert Lafayette) Detroit.
Street Car Named Desire (Harris) Chicago.
Show Boat (Russ Auditorium) San Diego, Calif., 22; (Civic Aud.) Pasadena 23; (Philharmonic Aud.) Los Angeles 25.

Magic

By Bill Sachs

MILBOURNE CHRISTOPHER began a two-week return engagement at the Casino Royal, Washington, December 21. On January 12 he plays a lecture date in Indianapolis. . . . Chang will play Havana with his illusion show in January. . . . Hal Haviland sails on a South American cruise New Year's Eve. . . . David Robertson, who for many years toured Western Canada with magic, Punch and vent under the professional name of Chris Kenny, was found dead at his home in Vancouver, B. C., December 9. Police attributed his death to natural causes. Kenny had been doing a free-act for an oil company at the time of his death. . . . Wormald is hitting the ball thru Oklahoma but reports business under that of a year ago in many of the spots. He'll run home to Oklahoma City for the holidays, and after a school date in Oklahoma City January 4 and another in McAlester, Okla., January 7, will take his gang over the death trail thru Arkansas, Alabama and Georgia. . . . Eddie and Lucille Roberts began their third return date at the Biltmore Hotel, Providence, December 15. . . . Back from a brief vacation to find not only an avalanche of Christmas cards but also a T-shirt, bearing the inscription "Hallettsville Brahmas," sent by Landrus the Magician from Hallettsville, Tex. And Landrus threatens to send a suitably inscribed T-shirt from every town he plays, with the suggestion that magicians everywhere do likewise. Heaven forbid! But wouldn't we be the sharpy parading around the office in a snappy and different T-shirt every day in the year? Such a show-off!

* * *

THEODORE (OKITO) BAMBERG, one of the really old-time greats in magic, was married in New York December 11 to Marie Dean, of Manchester, England, who has been Okito's assistant on his world tours the last 20 years. Mis Dean arrived recently on the Queen Mary and was met by Bamberg in New York. The couple immediately hit out for Chicago where they will make their home. The Chicago Magician's Round-Table tendered them a party replete with wedding cake and all the trimmings. . . . Jay Lee and Company are selling their magic wares these days in the El Dorado Room of the San Carlos Hotel, Los Angeles, set by the Jack Kurtze Agency. . . . Terry Brady (Prince Samara), mentalist, in show-biz over 40 years, recently was released from a vets' hospital in Salt Lake City where he underwent treatment for an ailment contracted in World War I. He is now recuperating at the home of friends in Burley, Idaho, and plans a return to niteries and theaters as soon as his condition permits. Friends may write to him at 1827 Conantave in Burley.

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GIVE TO THE RUNYON CANCER FUND

Tax Planning . . . No. 1 in a Series:

All You Married People Get a Break This Year; Here's How

(Continued from page 4)

wife earned one-half, by filing a joint return.

Joint Return

I think that part of the fun in figuring out your tax return is in finding out whether you are really married. The new law is very liberal. You can stay unmarried all year long and get married on the last day of the year and you are still considered married for the whole year for tax purposes.

There are a number of people who do not live with their wives. The government even gives them a break by stating that unless they are legally separated or legally divorced, the fact that they are not living together does not bar them from filing a joint return, providing both parties consent. You must remember that both spouses must sign the joint return and it naturally follows that you must get the consent of your better-half and her John Hancock if you want to get a break on your tax by splitting your incomes.

Important Hitch

There is one very important hitch which should not be overlooked. By requiring both husband and wife to sign the return, Uncle makes both of them liable for any tax deficiencies. If you aren't getting along so well with your better-half, you may find yourself in a very bad pickle if a government agent comes along several years later and examines the return and finds any additional taxes. By this time you may be completely separated from your erstwhile spouse, and he or she may be dead broke. Most of the income shown on the joint return might have been your spouse's and not yours, but nevertheless, Uncle Sam can hold you liable for the additional tax deficiency. In this case you might be a lot better off in the long run if you had filed a separate return.

Another bad situation that might crop up is where you filed a joint return, and then your spouse died without leaving an estate. Any deficiency found upon examination of the joint return would then become yours, whereas if a separate return had been filed you would not be liable for your spouse's tax deficiency.

At this time it might be a good idea to call the reader's attention to the fact that there are certain classes of married people who are not allowed to file a joint return. The first has already been mentioned, that is where there is a legal separation or a decree of divorce or of separate maintenance. The second is where the husband or wife at any time of the tax year is a non-resident alien. The third is where the husband and wife have different taxable years (except if the difference is caused by the death of a spouse). The fourth is where the husband or wife have filed separate returns and the time for filing the return has expired.

Does Joint Return Always Save Tax?

The general answer is that a joint return will definitely save you tax, providing the combined net income less exemptions is over $2,000. Filing a joint return is always a "must" where most of the income is earned by one spouse, or where only one spouse earns income. It is also a "must" where either the husband or wife has exemptions or deductions

(See TAX PLANNING on page 53)

Mediation Fails For Scenic Artists

NEW YORK, Dec. 18.—A session before the State Mediation Board Tuesday (14), designed to find some basis for negotiation between the scenic studios and the Scenic Artists' Union (SAU), failed to come up with any results. Not even a counter-proposal was made to the demands of the scenery painters for a 30-cent hourly wage increase.

However, the union is now waiting for some such proposal to be made, with negotiations halted until it is. Unless the employers show a disposition to dicker with the SAU soon, the union is expected to take some action to make the studios take its demands seriously.

N. Y. Theaters Appeal "Annie" Fuss Decish

NEW YORK, Dec. 18.—An appeal to the International Alliance of Theatrical Stage Employees (IATSE), the parent body, is being made by the League of New York Theaters over a decision made by its stagehand's Local 1 (IATSE) that would make the producers of *Annie Get Your Gun* pay more for work done by the grips. The dispute has two aspects—the deckhands want construction rates for their work ($4.48 per hour as opposed to the $2.41 hourly they receive) and want additional payment to heads of departments for work done between one and five in the afternoon.

They maintain that since retouching scenery and fixing seats, the job the management desires, is not their usual work, they should get extra compensation. However, the League claims that heads of departments are getting paid for working between the hours noted and should not get double pay. The case is now up before IATSE. The stagehands will get paid whatever rates that body decides.

Cap Songs Sets Deal For 'Manana' in Eng.

NEW YORK, Dec. 18.—Capitol Songs completed a deal with Campbell-Connelly, English pubber, for rights to *Manana* in the British Isles and the Union of South Africa. Pubbery also has set the song with J. Albert & Sons for rights in Australia and with a Scandinavian pubbery.

The Capitol pubbery's subsid, Leslie Music, has been in the process of dickering with British pubbers for the English rights to Stan Kenton's works, which are now available on British wax via Capitol Records' deal with English Decca.

The pubbery also has issued a piano be-bop series which is based on waxings sliced by Charlie Parker, Dizzy Gillespie, Dodo Marmorosa and other of the top boppers.

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Burlesque

By UNO

LORETTA LAVON LEE, 20-month-old daughter of Bob Lee, straight man, and Floreid Fuller, strip-talker, is making her debut backstage in a portable crib in houses on the Hirst wheel. . . . Jeanne Starr, featured; Harry Stratton, Faith Storm, Jess Mack, Jeanne Lee, Lynette and La-Vodis, with Freddie O'Brien, producer, are recent additions at the Beretania, Honolulu. . . . Paula Norton, who was Bobby Nolan, burly strip-talker, is now Mrs. Alice Noble, hostess at the Hotel Willard, Toledo. . . . Mildred Franklin, former burly straight, is now Melissa Batchelor, instructor at the Starr Commonwealth School, Albion, Mich. . . . Pacific Lodge Masonic officers, of which Harry Seamon was a life member, recently conducted funeral services in New York for him. Seamon was a member of the former burly show producing and house operating firm of Hurtig & Seamon. This leaves just one of the old guard of Columbia wheel execs and showmen surviving: John G. Jermon, of another extinct firm, Jacobs & Jermon. . . . Pat Burnette, formerly teamed with Babe London in vaude on the Keith and Pantages circuits, is now operating the Lehua Hotel for theatrical people in Honolulu. . . . Russell Trent is at the Topple House, Culver City, Calif.

* * *

PALMER C. COTE and Bettsie Lee closed five weeks on the Jack Kane circuit December 2. . . . Art Watt, comic on the Kane wheel, and Norma Neely, chorine at the Park, Youngstown, O., were feted recently on their return from Cleveland, where they were wed. . . . Mickey (Ginger) Jones, Deena, Howard Montgomery, Jack Mann, George Rose and Yolanda are new at the Burbank, Los Angeles. . . . Frank Scannell, Mary Miller, Helen Cogan and Geni Young joined Wally Vernon's revue at the Mayan, Los Angeles. . . . New principals, booked by Dave Cohn, opening December 19 at the Maryland, Baltimore, are Hank Henry and Fields and George, replacing Charles (Red) Marshall and Joe DeRita. . . . Blaze Fury (Lucla Parks) opened December 17 for two weeks as feature at the Avenue, Detroit, where Al Rio, Dick Richards, Mervin Harmon and Melanie LeBeau were principals in a new show the previous week. Producer Frances Parks, despite a severe indigestion attack, remains on the job. . . . Suzanne Day (Mrs. Charles Robinson) is first-time principal this season on the Hirst wheel from the chorus at the Alvin, Minneapolis. . . . George Murray has been installed as house comic, and his wife, Eileen Hubert, as producer and talking woman, at the Gayety, Baltimore. . . . Ken Rogers relieved Jack Montgomery as producer at the Casino, Pittsburgh, with Montgomery shifting to the Empire, Newark. . . . Billy (Zoot) Reed, comic, and Jimmie Cavanaugh, house singer, returned to the Grand, St. Louis, after three weeks on the Hirst circuit. . . . Georgette Bouchea is doing a single in Montreal niteries.

PRMA TO MEET JAN. 5

NEW YORK, Dec. 18.—Jack Pearl, chairman of the Phonograph Record Manufacturers' Association (PRMA), has set the annual meeting of the independent wax group for January 5 at the Hotel Astor here. Pearl stated that the meeting may lead to a possible dissolution of the association, which has been active in the biz for close to two years. The meeting will also spot the group's annual report and financial report.

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Calliope Corbin MemoirsInclude Tommers of '26

BARNESVILLE, O., Dec. 18.—Robert (Calliope) Corbin, in a recent gabfest at his local headquarters, said that contrary to what Henry Phillips penned in a recent article to the effect that there were no Tom Shows under canvas after 1924 and that by 1925 this phase of entertainment was washed up forever, he recalls that in May, 1926, he was a member of the Stanton-Huntington Tom Show, which he believes was one of the best of the good Tom Shows on the road at that time.

Corbin said that the unit had five trucks and all acts were b & o doubles. In addition, Corbin said, the show presented the noted Maldune (Tom dog) of the Mason Bros.' Tom Show, which was out during the theater season closing in 1926. Corbin pointed out that the actors and musicians on the show included such well-known repsters and specialty people as Bill (Toby Freckels) Stanton and Robert Williams, both of whom have since passed on to their final resting places. Stanton was show manager and co-owner of the unit with his wife, Mrs Minnie Huntington, while Williams was band leader, and his wife, Marie, had a role in the show, Corbin recalled.

Stanton and wife, Myrtle, presented vaude between the acts, as did Robert Young, magician and trombonist, and Corbin. Joe Toncetti was show's heavy, Corbin said, with F. Cavanaugh portraying Uncle Tom.

Corbin recently enjoyed a visit from Floyd Spear, of Galax, Va. Spear was the band leader on the Stow show in 1921 and had the orchestra on the Terry show in 1920. During the winter of 1920-'21, he had the ork on the Harmount show. Corbin said that he believes that Tom lived much longer than many think.

APS Seeks Halifax Hall for Thespians

HALIFAX, N. S., Dec. 18.—Atlantic Players' Society, new repertoire group here, has offered to pay $800 per month rental to the city for use of its market building if the city will remodel it inside and out for traveling rep and stock companies and local amateurs and semi-pros.

The city has been considering discontinuing use of the building for market purposes. Since the city had been a profitable rep and stock stand for many years, it is contended that both would be favorable box office again if a suitable theater were available. Under the plan, the APS would provide the lighting and heating systems.

Burt Emsees Dems' Conn. State Party

HARTFORD, Conn., Dec. 18.—Harry Burt, veteran minstrel show performer, had the emsee role at the testimonial dinner for Connecticut Democratic Party State Chairman John M. Bailey at the State Armory here Saturday night (11). Over 2,000 attended.

Also on the entertainment program was Henry Hallbauer, leader of the Governor's Foot Guard Band of 28 musicians.

Asheville Drive-In Set

ASHEVILLE, N. C., Dec. 18.—Herbert Southworth said this week that grading in preparation for construction of the Asheville Outdoor Theater, Newbridge, has been started. Southworth said the new venture is expected to provide parking space for 500 cars and seats for 200 walk-in patrons. Opening is slated for March 1. Associated with Southworth is W. C. Macon.

Echoes of Show Business

By Will H. Locke

MY OLD FRIEND Jack Ellis's recent article in these columns brought to mind some names and incidents that had become dim on the pages of memory's book of bygone days, names that were once so familiar They carried me back to the days of *The New York Clipper* and *The Dramatic Mirror*, two former publications beloved by showfolk the world over, and which still live in the memories of old-timers, but of which the modern generation of actors knows little or nothing.

The days that Jack recalls were the days of the real theater when the actor's calling was considered a profession, not an over-night-acquired game Jack referred to the Morosco brothers and the days of their prominence in legitimate theatrical enterprises. Oliver Morosco, in his day, made lasting theatrical history with Laurette Taylor in *Peg o' My Heart*, and had known wealth and position. The last time I met him was some years ago when he was in San Diego, Calif., trying to organize a company for a production of *Peg o' My Heart*. A testimonial party, at which he was the guest of honor, was given by a trouper friend of mine on the lawn of her suburban home. A number of prominent citizens and all members of the Troupers Club attended. It was a pleasant affair, and Oliver's gracious response to a toast to him proved the highlight of the occasion. He and I had a long visit during which he told me of his plans.

Unkind Fate

Working in stock I had played the English barrister in *Peg o' My Heart*, and he signed me for the part. He had the cast and all arrangements completed and all looked promising for a good production of the play when the depression struck and the financial backer had a change of heart and failed us. Oliver gave up the venture and returned to Los Angeles. Had his plans succeeded it might have been the turning point for a comeback for Oliver Morosco. Fate dealt unkindly with him. Discouragement, adversity and ill health clung to him. Life was a struggle. Not many months later while walking across a downtown street in Los Angeles he collapsed. When they picked him up he was dead. His body was taken to the morgue and it lay there for nearly a week before being identified. The man who had brought fame and fortune to others was destined to pass into the dim beyond moneyless and alone. Life is like that.

Ellis refers to his tour with the roadshow production of *Sontag and Evans*, a play that was a real old-time melodrama written around the career and depredations of the two bandits who robbed trains, banks and stages, and for a while terrorized California's Pacific Coast. Jack played John Sontag the lead, and Frank Readick played Cris Evans, and, thru a strange twist, Evans's daughter played the ingenue in the piece and proved herself a clever actress. During those days there was still a wild and woolly element on the Pacific Coast and the song of the six-shooter was often heard in the land.

In one act of the play, the big scene during which argument and difference of opinion between bandits and sheriff's posse were settled by loud cracks of Colt's 45's, the fellow who was too slow on the trigger went down under the weight of cold lead.

Not in Script

The show was booked in large California cities and some small ones. An exciting incident occurred one night during a performance in Yreka. The opera house was well filled, lower floor and balcony packed, and the show was going over in a big way. All went well until the big scene when the shooting started. In the midst of the make-believe fray and blank cartridge firing on the stage, a man in the balcony whipped out his trusty six-gun, let out a loud and wild war-cry yell and fired a volley of shots ceilingward. All the actors on stage, including the supposed-to-be-dead ones, made a hasty exit that was not stipulated in the script. The interruption stopped the show for a while and when the excitement subsided, the performance was nervously resumed.

After the show that night Ellis and Readick dropped into a barroom in the block and among the crowd was the man who had done the extemporaneous shooting. He promptly apologized, saying that he had had a few drinks and became so worked up over the play that he got excited and couldn't help joining in the shooting. He was the butt for a lot of kidding by the crowd but proved to be a good sport by shouting: "All right, boys, the drinks are on me, everybody up to the bar!"

Another incident during that tour was that Sontag and Evans, the two bandits who were still at large, were captured—Sontag being killed in the capture, and Cris Evans was in jail at Fresno, Calif., the night the show played the Barton Opera House in that city.

Evans was convicted and a few years later died in Folsom Prison.

REP RIPPLES

CLEO DELAND, who has been showing pix and presenting his magic show in Arizona, is in the vicinity of Tucson. He plans to put together a show to play school and hall dates soon. . . . Wilbur Players, who have been operating around Wheeling W. Va., for the past two months, will move close to Washington after the Christmas holidays. . . . Butler's Show is in Louisiana and recently made several stands around Baton Rouge. Unit passed up Florida this year and is moving toward the Southwest with Little Rock mentioned as a possible base for January and February. . . . Clifton Tearle is framing a flesh trick to play short-cast bills around Lowell, Mass. . . . Kenney's religious pix and vaude show reports fair business at its dates around Ozawkie, Kan. . . . Gretna Players are active around Thomaston, Ga., using E. F. Hannan's *Frisco Lil*. Unit has a number of dates booked around Tampa for after January 1. . . . Oscar Desseault is booking dates for a four-person French-speaking flesh group to play New England dates. Opener is set for Salem, Mass., under auspices. D. F. Davidson, who has his vaude-pic unit in Eugene, Ore., is looking for a spot to circle in that sector. . . . Fremont Turgeon has been in Central Pennsylvania recently making halls and schools under auspices. He reports biz off from the last time around. . . . Mr. and Mrs. Al Pindora are playing schools and halls around Enid, Okla. They have been working Florida schools and churches for several years each winter, but have passed up the Alligator State this year. . . . Mr. and Mrs. James Cheney have a small flesh trick working halls in Las Vega, N. M. Cheney reports that his hall dates have been much better than school engagements.

Cruise-In Sets Dayton Spot

DAYTON, O., Dec. 18.—Cruise-In Theaters, Inc., has completed plans for a 500-car drive-in theater at Germantown Pike and Liberty Road here. Opening is slated for April 1.

Chi Follies Plan Texas, Calif. Trek

Set Kincey Circuit Tour

CHARLOTTE, N. C., Dec. 18.—Ches Davis's *Chicago Follies*, which has been playing the T. D. Kemp Circuit in the South to good business, opens on the Wilby-Kincey Circuit for 17 days beginning January 21 at Augusta, Ga. Late in March the unit will inaugurate a tour that will take it thru the Lone Star State and California.

Show's roster includes Ches Davis, manager-owner and comedy; Slim Williams, featured comic; June Langston, dancer and bits; Vicky Rae, impersonator. Babbs Blizzard, singer, Brad Malone, singing cowboy; Kitty Hinton, cowgirl singer, and Swanee River Quartet, consisting of Kitty Hinton, Brad Malone, Curley and Connie Mulligan and Junior Williams. Malone also emsces and does straights.

K. W. Lemmon Set In 2 Tampa Spots

TAMPA, Dec. 18.—Mr. and Mrs. K. W. Lemmon, the past three seasons with the Slout Players in Michigan, again are wintering here with the former's father, C. H. Lemmon. Lemmon is appearing seven nights a week at Duffy's Tavern here and also has a sustaining program over Station WHBO Mondays thru Fridays.

The Lemmons have their trailer parked at the Hilltop Trailer Park with Bee and Dick Harris. Lemmon is mourning the loss of his brother, Capt. Rex LeMar Lemmon, who was killed recently in a B-17 bomber crash at Elgin Field, Fla. Before entering aviation and the army, Captain Lemmon was a drummer and vocalist with Don Kay's ork.

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JACK KORIE

In Loving Remembrance of My Beloved
Husband, Pal and Partner
CHARLES ROONEY
(Riding Rooneys)
Who Departed Dec. 24th, 1936.
"Gone but not forgotten."
MINNIE H. ROONEY

THANKS TO OUR MANY FRIENDS
The Personnel of Pollack Bros.' Circus, Marsha and Nat Lewis, Terry Peers, Mr. and Mrs. Cheerful Gardner and Showmen's League of America for their kind expressions of sympathy.
Jack Klippel & Family

In Memory of
PEARL VIRGINIA LEWIS
who passed away
Dec. 26, 1947
MOTHER: Daddy and us miss you more each day. Death has left a heartache no one can heal.
DADDY, EDITH & BROTHER

IN MEMORY OF
MY VERY GOOD FRIEND
FRANK MAHERY
who passed on
DECEMBER 23, 1947
ARCHIE BRUMLEY

IN MEMORY OF A
VERY GOOD FRIEND
DOT WEISS
Who passed away December 24, 1945
ARCHIE BRUMLEY

In Loving Memory
of Our Good Friend
Mrs. O. J. (Dottie) Weiss
Who passed away in Hot Springs, Ark., December 24, 1945
Ray and Evie Belew

THE FINAL CURTAIN

ADKINS—Luke, 42, outdoor showman, recently in St. Paul of a heart attack. Adkins had been with Gem City and Tivoli Exposition, and last season was with Dobson's United Shows. Burial in Elmhurst Cemetery, St. Paul.

ALEX—C. A., 71, who with his wife operated the kiddie auto ride at Little Rock (Ark.) Fair Park, recently in his trailer on the park grounds of a heart ailment. Alex had been in show business over 55 years.

BERGENER—Walter T., 46, Cleveland orchestra leader and concert pianist, December 14 in that city. He was an associate in the Clint-Noble Agency and played the organ for eight years at Station WTAM. He was blind the past few years. His widow survives.

BRETT—Joseph T., 73, former ride operator at Daytona Beach, Fla., recently at his home in Mascotte, Fla., of a heart ailment. Survived by his widow, Pearl; two daughters, Thelma and Mrs. Richard Bulloch, of Buffalo; a stepdaughter, Mrs. Violet Gaskins, and a stepson, Floyd Himelberger.

DONAHUE—Jerry, last season secretary to Jack Korie, Side Show operator, drowned at Acapulco, Mexico, December 9.

DUNCAN—Elizabeth, 77, founder, with her sister, Isadora, of dance schools in France, Germany and the United States, November 30 in Tubingen, Germany. She was a pioneer of the "dance of life" philosophy on two continents. A year ago she returned briefly to New York to establish a National Foundation of the Dance in memory of her sister. A brother, Augustin, first vice-president of Actors' Equity, and another brother, Raymond, survive.

EAGLE — Herman, 72, widely known cookhouse operator and father of Nate and A. J. Eagle, well known in outdoor show circles, December 13 at his home in Montgomery, Ala. A brother-in-law of Mrs. Rubin Gruberg, a co-owner of the former Rubin & Cherry Exposition, the deceased toured for 20 years with that organization. Survived by his widow, Dora, and two sons. Burial in Greenwood Cemetery, Montgomery.

ESSER—James H., 75, theatrical costume house owner, December 13 in Pittsburgh. Arriving in the United States as a boy, he began his stage career with two brothers in vaude and Shakespearean productions. The brothers left the stage to establish the Esser Bros.' costume house, which has served professional theater for 55 years.

EVERTSEN—Richard, 55 foreman at the O'Henry Tent & Awning plant, Chicago, December 17 at Luther Deaconess Hospital that city. He had been associated with the company for about 15 years. Survived by his widow, Anna, and son, Eugene. Burial in Chicago December 19.

FORD—Eugene F., 53, managing director of Loew's Capitol Theater, December 12 in Washington. He was associated with Charles Dillingham from 1917 to 1925 as stage manager of his productions. From 1930 to 1934 he was associated with stage presentations at the Capitol Theater in New York and later produced the *Broadway Melody Hour* on WHN, before going to Washington. His widow, son, daughter and two brothers survive.

FRIEDMAN—Leon, former publicity agent, December 15 in Fort Worth. Until his retirement about four years ago he served over a period of 20 years as press agent for such names as Florenz Ziegfeld, Anna Held, Will Rogers, Marilyn Miller and Al Jolson. He was business manager for George White's *Scandals* at one time.

GILLIGAN—Earl L., former concessionaire, recently in Lake Wales, Fla., of a heart attack. He left show business 10 years ago to operate the Kendall Cottages in Lake Wales. Survivors include his widow, Anita.

GRAHAM—Russell (Red), 47, show painter, suddenly December 2 at his home in East Moline, Ill. Survived by his widow, Margarett.

GRASNIK—A. C. (Alex), 71, ride operator at Fair Park, Little Rock, December 7 of a heart attack. Burial in Roselawn Memorial Park, Little Rock, December 9. His widow, Addie, survives.

HAMMERSLOUGH—Charles Rohr, 53, former theatrical producer, December 14 in New York. He was associated with the old theatrical firm of Klaw & Erlanger, with whom he produced *Velvet Lady*. Later, on his own, he produced *Midnight Marches On* and *Granite*. He was in the textile business when he died. His widow and son survive.

KENT—Floyd, 28, concessionaire, December 14 in St. Mary's Hospital, Saginaw, Mich., of a heart attack. Kent had candy floss on Lee's United Shows this past season and in 1947 was with Wade's Joyland Midway. Survived by three sisters and four brothers. Burial in Roselawn Memorial Cemetery, Saginaw, December 16.

KLIPPEL—Hazel Lucas, 62, wife of Jack Klippel, clown with Polack Bros.' Eastern Circus, in Chicago, December 4. (Details in Circus Section.)

MAXELLOS—Georgine Miller, 41, for years a featured dancer and comedienne with the A. B. Marcus shows, December 11 in Presbyterian Hospital, Hollywood. Survived by her husband, George, of the Maxellos Troupe, and her mother. Burial in Forest Lawn Cemetery, Hollywood.

McCLUSKEY—James, brother of Bill McCluskey, well known in fair circles thru his association with WLW Promotions, Inc., Cincinnati, and currently sales representative for Station WLWT, December 8 at his home in Pittsburgh following a brief illness. Burial in that city December 10.

MONTIETH—May Grace, for many years a vaude partner with her sister in the singing and dancing team of May and Florence Grace, December 15 in New York. Her sister survives.

ROBERTSON—David K., 69, Scottish ventriloquist and magician, known professionally as Chris Kenny, December 10 at his home in Vancouver, B. C. Active in show business for over 50 years, Robertson had starred in English music halls and was one of the first to tour Ireland with motion pictures before coming to this country, where he appeared on the Keith, Orpheum, Pantages & Sullivan and Considine time. He settled in Vancouver in 1926. A member of the Vancouver Magic Circle, at the time of death he was engaged by a Canadian oil company as a free act. Survived by a brother, Miller. Burial in Vancouver.

SCANLON—Patrick J., 84, former vaude and circus performer, recently in Shenandoah, Pa. Scanlon's first venture into show business was in 1886 with McGuire's Great Trained Horse and Animal Show. The next year he broke into vaude as a dancer, and the next four years appeared in the top circuits. In 1890 he went with the John Robinson 10 Big Shows, remaining with show for four seasons as a clown and ballet master. Subsequently he was with the Ringling show for eight years, the Forepaugh & Sells Circus for two seasons, and then returned to the Ringling organization. Scanlon operated his own show at one time and, in association with Charles Gessley, formed the Gessley & Scanlon Show. In later years the late Tom Cleary and his family combined with Scanlon to form the Cleary Family & Scanlon Show, which toured the country as a med show. He had been retired the past 10 years. Burial in Shenandoah.

SMITH—Mose, 58, Snake Show operator, recently in Tampa of injuries sustained in an auto accident. Survived by a daughter. Burial in Terre Haute, Ind.

STEBBINS—Rowland, 66, producer of *Green Pastures*, December 11 in New York. He also produced *Merry Andrew, Maggie the Magnificent, The Pursuit of Happiness, Lost Horizon, On Stage, White Horse Inn, Antony and Cleopatra* (with Tallulah Bankhead), *Springtime for Henry, The Patriots* and *Flamingo Road*. He was also a Wall Street broker. His widow, two sons, a daughter and two sisters survive.

SUTTON—Mack, shooting gallery operator in McGhee, Ark., and former kiddie ride operator on the Cavalcade of Amusements, December 10 in Dermott Hospital, McGhee. Burial in that city.

TARBES—Henry, 54, concessionaire in North Miami, December 12 in Miami Beach, Fla. Burial in Beth David Cemetery, Elmont, L. I., N. Y.

WHITE EAGLE—Iona, 52, formerly with 101 Ranch Wild West Show, Sells-Floto Circus and Carl Lauther's Side Show, December 9 in St. Louis. Survived by her brother, Chief White Eagle, pitchman and Side Show worker. Burial in St. Louis.

ZIMMERMAN—J. Fred Jr., 77, theatrical producer, December 12 in Palm Springs, Calif. He produced such Broadway shows as *Dorothy Vernon of Haddon Hall, Inside the Line* and *Gib* and was also associated with his father, a veteran Philadelphia theatrical manager. For a time he also managed the Gaiety Theater on Broadway for Cohan & Harris. His widow, the former Grace Rankin, who appeared in several Ziegfeld productions, survives.

B. K. BARKOOT

Kahlil (B. K.) Barkoot, 71, veteran carnival operator, December 14 in Toledo Hospital, Toledo. The B. K. Barkoot Shows at one time were one of the most prominent in the carnival business and Barkoot was active in their operation up until last summer when he suffered a stroke.

Barkoot, who maintained a residence in Toledo until four years ago, disposed of all interest in the shows last July and went to Toledo as a resident of the Clancy Rest Home. He fell and fractured a hip there and was admitted to the hospital October 4.

Born in Syria, Barkoot came to this country as a youth and spent most of his life in the carnival business. He was a 32d degree Mason and member of a Dixon, Ill., Masonic lodge.

He leaves a brother, Herbert, of Toledo, and a nephew, Hilene Barkoot, Tampa.

Services were held at the Abele Funeral Home, Toledo, December 16.

IN MEMORY OF MY
BELOVED WIFE
DOT AGNES
WHO WAS TAKEN FROM ME
DECEMBER 24, 1945
O. J. (WHITEY) WEISS

COLE EXEC STAFF SHAPES UP

Elect McNamara New NAPM Prez

More than 500 registered for fourth annual Chicago confab—clinic featured

CHICAGO, Dec. 18. — Harry McNamara, of Blue Star Foods, Inc., Rockford, Ill., was elected president of the National Association of Popcorn Manufacturers (NAPM) at the fourth annual convention in Hotel Sherman here this week.

McNamara succeeds Paul H. Rice, Auto Vend, Inc., Dallas, who is retiring this year from active business. Other officers named were William Peche Jr., So Good Potato Chip Company, St. Louis, vice-president, and Western Hawkins, Confections, Inc., Chicago, treasurer.

New members of the board of directors, in addition to the new officers, are R. C. Adams, Adams Popcorn and Nut Supply Company, Lansing, Mich., and B. Limond, Tasty Krisp Products, Inc., Detroit.

Officials reported registration this year was over the 500 mark, an increase of more than 400 over three years ago when the first convention was held. Exhibitors this year numbered 45, also a new record.

The clinic idea of the convention this year proved a big success, officials reported, and members of the board reported plans already are under way for enlarging this phase of the convention. Next year, it was said, separate clinics of the various groups will be held, in addition to the clinics opened to all members. For example, it was said, the venders will have their own private clinic, which will be aimed at their phase of the business, as will distributors, the theater division and also other commercial manufacturers.

Dates and the site of next year's convention will be set by the board of directors after the first of the year, but it is likely the event again will be held in Chicago about the same time as this year.

Bridgeport, Conn., Plans Celebration To Honor Barnum

BRIDGEPORT, Conn., Dec. 18.—If present plans materialize, this city will designate a day in June which annually will honor P. T. Barnum, the late showman and one-time mayor.

It is planned to pattern the celebration after the New Orleans Mardi Gras and the Pasadena (Calif.) Tournament of Roses, with a gigantic parade along circus lines. Elaborate floats will be featured and the line of march will wind up at the municipally operated Pleasure Beach Park, where entertainment will be staged thruout the day.

A Jenny Lind contest will be promoted in local public schools for the purpose of selecting the most attractive singer. Postmaster Russell Neary will ask the post office department to issue a special commemorative stamp in honor of Barnum.

A leading proponent of the idea is Herman W. Steinkraus, president of the Bridgeport Brass Company. Mayor Jasper McLevy has promised his co-operation.

No-Dull-Moment Larry Back From Europe's Jolly Clinks

(Continued from page 3)

story of Custer's last stand, with Larry playing the title role.

As a consequence of being taken to the cleaners, Larry said, he was forced into the long end of a 60-40 deal with a group of Italian impresarios who had king-sized appetites when it came to swallowing dough. The show grossed 50,000,000 lire ($83,000) in six towns: Milan, Turin, Genoa, Trieste, Rome and Naples.

Paid Off in Promises

"The show share should have been about 30,000,000 lire ($50,000) but at the conclusion of each date the impresarios conned us around, saying that the pay-off would come at the end of the last date, December 5, in Naples. In all we got about 5,000,000 lire while the promoters took a powder with the rest, arriving, I'm told, in Paris," Larry moaned.

There was little to tax the boy wonder's promotional ability in Naples, since the clem there resulted only from the non-payment of hotel room and board bills. Larry crawled out of that one in time to take advantage of his round-trip air passage home. His troupe was set to leave by boat Thursday (16), he said.

Larry had trouble right from the start and that put the hex on the rest of the tour. He headed for Europe originally, he said, to show Paris with a $40,000 guarantee. He arrived in time but the stock didn't, and he had less than $1,000 with which to promote French bronks and wild steers. He tried the switch, of course, but the French promoter smelled a rat—or in this case possibly a horse or a steer—and nixed the contract.

No Mercy for Agents

"We were at the mercy of the agents then," Larry recalls. "We were broke. They knew it and drove hard bargains. We never got into a box office to count the dough."

From experience Larry knows that getting first count—or at least being in with the guy who gets the first shuffle—is highly important in the success of many promotional ventures. If he had been able to work it this way the trek would have been a highly profitable venture, since there were no license fees to pay and the nut, except for feeding the stock and

(See Larruping Larry on page 50)

Close-Ups:

A Tree and Rose Sarlow Grew In Brooklyn-Rose Branched Out

By Herb Dotten

(This is another in a series of little-known facts about people prominent in the outdoor show business.)

A TREE and Rose Sarlow grew in Brooklyn. At least, Rose insists, there was a tree there when she was born, grew up and went thru high school. Transplanted to Ionia, Mich., when her father shifted his job—and with it the family—the dark-haired gal, practically fresh from high school graduation exercises, had a first-hand knowledge of things outdoors which was confined almost entirely to that tree in Brooklyn.

ROSE SARLOW

But she did have a keen flair for bookkeeping. It was this, plus the stimulating excitement which she found in her work and an eagerness which enabled her to get along with people, that made her what she is: Secretary of one of the nation's largest free gate fairs—the Ionia Free Fair.

In this job since 1938, she has pushed each year for further improvement. Most of the improvements achieved stem from her mind as a bookkeeper. Today, the Ionia Fair, widely known for its notable success as a free-gater, is in excellent financial shape. A cash reserve of more than $75,000 attests to that. The smooth-working efficiency and the tightness of the fair's operations also are the reflections of a bookkeeper's mind. Rose never has gotten over being a big city girl. She doesn't go into ecstasy over a prize exhibit. But she is all interest on the subject of making a fair a financial success. Not, mind you, that she isn't fully appreciative of the importance of the agricultural-educational phases of the fair. With the clarity of an accountant, weighing the worth of this against that, she assays the ag end highly. However, her heart is in the business end.

"It's my job to watch the pennies. Those pennies make dollars," she summarizes, not trying to coin a new phrase.

Guards Budget Closely

As a watchdog of the budget—pennies and dollars—Rose ranks among the best. She doesn't claim credit for the success of the fair for herself. In fact, she disclaims it.

"It was established long before I arrived on the scene. It has had capable officers, and I've been fortunate in having such able men as Allan

(See A TREE AND ROSE on page 55)

Name Harvey General Agt.

Jack Tavlin to carry title of general manager—Kelley may be head of press staff

CHICAGO, Dec. 18.—Jack Tavlin, recent purchaser of Cole Bros.' Circus from Zack Terrell, this week launched preparations for the 1949 season by hiring R. M. Harvey, vet advance man, as general agent and traffic manager, and Vander Barbette, last several years with Ringling-Barnum, to produce the show. Noyelles Burkhart is being retained as manager-with-show and Tavlin will carry title of general manager.

Tavlin also has been negotiating with F. Beverly Kelley to head the press staff and an announcement, one way or the other, is expected next week. Zack Terrell, former owner, will act in advisory capacity in quarters this winter, but will not travel with show. William Oliver, last year manager of the Dailey advance car, will hold a similar position with Cole.

Present plans call for show to travel on 30 cars, with possible addition of another five. Big top (150-foot round with three 60's) and cookhouse tent have been ordered from U. S. Tent & Awning Company, and menagerie, padroom and side show tops, previously ordered by Terrell, will come from O. Henry Tent & Awning.

Plan Zoo, Kiddieland

Tavlin and associates, who purchased the show intact from Terrell November 19 (for reported $350,000), plan to move the winter quarters to Miami next year with intention of building a combination zoo-amusement park-kiddieland in an abandoned shipyards on the north side of town. Kiddie rides and shows will be added in time. Circus ring and menagerie stock, plus acts in rehearsal, will be used as chief attractions.

Harvey comes to the Cole fold from Dailey Bros. (also for sale), where he handled the advance for eight years. Kelley also was with Dailey last season following several seasons with Ringling-Barnum and

(See Cole Staff Shapes Up, page 52)

B. K. Barkoot Dies in Toledo

TOLEDO, Dec. 18.—Khalil (B. K.) Barkoot, 71, one of the oldest carnival operators in this country, died Tuesday (14) morning in Toledo Hospital.

Barkoot, who sold his carnival last July to C. N. Crittenden and Kenneth L. Moyer, suffered a stroke last summer, and after disposing of his interest in the org came to this city, where he was a resident of the Clancy Rest Home when he fell and fractured a hip. He was admitted to the hospital October 4.

Born in Syria, Barkoot came to this country as a youth and spent most of his life in the carnival business. He leaves a brother, Herbert, of Toledo, and a nephew, Hilene Barkoot, of Tampa.

Services were held at the Abele Funeral Home here Thursday (16).

SEASON'S GREETINGS

To wheel owoers, prospective wheel owners and ride operators the world over.

We sincerely hope you have fared well during the season of 1048 and will end the year by spending a glorious Christmas Holiday with your loved ones.

Our only regret for the year of 1048 is that we were unable to supply BIG ELI Wheels to all who desired them. Our shipping list for 1940 is completely filled at the present time; we suggest to those desiring new BIG ELI Wheels, write us for particulars about 1950 deliveries.

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Talent Topics

James F. Dunedin, former circus clown and vaude artist, handled the role of Santa Claus at G. Fox & Company, Hartford, Conn., department store. . . . Pallenberg's Bears and the Cristiani tumbling troupe were in the Radio City Music Hall Christmas show. . . . Don Francisco is showing the Mount Vernon Theater in Mount Vernon, N. Y. . . . Palermo's Canines are appearing at the Tilyou Theater, Coney Island, N. Y.

Judy Spiller, wife of Albert Spiller, of Spiller's Seals, left the act recently in Santiago, Chile, because of the death of her father. *The Billboard* was able to reach her thru the American embassy at Santiago to notify her of her father's death. . . . Harry Cooke, outdoor booking manager for Cooke & Rose Theatrical Enterprises, Lancaster, Pa., announces signing of contracts to furnish the grandstand show for the 1949 Carlisle, Pa., fair. Acts skedded include Catherine Behney's Swing Time Revue, Janet's Animal Circus, Edward Hodgini's Crazy Car; Jimmie O'Donnell, wire; the Excellos, high act; Colleano Family, perch, web and balancing ladder; Robert Mack, emsee, and Howard Gale's band.

Lew A. (Bozo) Ward currently is playing night club dates thru Missouri. . . . Ernie Young, Chicago booker, recently signed contracts for three Swedish acts to come to the U. S. to play fairs and circus dates. They are the Ricarns, two-people acrobatic act; the Francanas, two-people contortionistic-acrobatic act, and the Winslows, man and woman bike act.

Harry Villeponteaux, clown, is wintering in Sioux City, Ia., where he's appearing in night clubs and clowning in the toyland of one of the city's leading department stores during the Christmas holidays. . . . Tim Camerlin has recovered from injuries sustained in a rodeo and which put him in a Beckley, W. Va., hospital for six months. He plans to join the Ringling-Barnum crew at Sarasota, Fla., quarters where he will begin breaking horses in January.

George Cook presented his new automobile comedy act for the first time indoors recently at the Portland (Me.) Elks Circus, talent for which was booked thru Frank Wirth. Cook has been creating trick cars since 1919. In 1924 he patented his first comic auto. His brother-in-law, Ernie Wiswell, joined him in 1925. In 1926 he booked one act on the Sells-Floto Circus and two on fairs. The following year the Hagenbeck-Wallace circus was added and in 1928 the John Robinson Circus. The partnership with Wiswell was dissolved in 1932. Among those Cook says he schooled in funny auto acts are Joe Killian, Ernie Wiswell, Sam Crane, Bob Cook, Whitey Harris, Ralph Texter, Jim Gould, Art Peipenbrink, Glen Purdy, Clayton Aubry, Arthur Ames, Jimmie Davison, Bob Carr; Duke Anderson, Tom Plank, Bernie Griggs, Abe Goldstein, Joe Lewis, Danny Mitchell, Red Carter, Dick Laird, George Pratt, Bob Pratt, Otto Swindt and Harvey Swindt.

Joe Beach visited Billy Wells and the Four Fays, Bud Carlell and Rosa, Jack and Sally Taylor and the Cathalas Troupe when these acts showed the Court Square Theater, Springfield, Mass., recently. At Holyoke, Mass., he visited the Three Swifts and Fayne & Foster. . . . Jack Leontini, manager of the Wallenda Troupe, is visiting with members of that family at their Sarasota, Fla., home.

Out in the Open

Sno-Master Manufacturing Company, Baltimore, makers of the automatic ice shaving, Sno-Ball and Sno-Cone machines, has appointed the Miami Fruit & Sirup Company, Coral Gables, Fla., as distributors for the Florida counties south of, and including, Pinellas, Polk, Millsborough, Orange and Brevard.

Mrs. Harry Storin, wife of Harry Storin, publicity-promotion chief for Ed Carroll's Riverside Park, Agawam, Mass., and Great Barrington (Mass.) Fair, is recuperating from major surgery she underwent last month. . . . Boyle Woolfolk, head of the Chi booking agency bearing his name, was in New York last week where he huddled with Fanchon & Marco execs and B. Ward Beam, thrill show impresario.

George Flint, of the Boyle Woolfolk Agency, Chicago, recently purchased a new home in Oaklawn, Ill., a Chicago suburb, and plans to move in sometime in January. . . . J. M. Dean, executive secretary of the Mississippi Agricultural and Industria Exposition, Jackson, has recovered from illness which caused him to be confined to a Jackson hospital for more than two weeks and to miss the annual Chicago outdoor conventions.

LARRUPING LARRY

(Continued from page 49)

transportation, was low.

The problems of the peoples of Europe, as publicized here, are negligible as far as Larry is concerned. He found food plentiful, in good variety and cheap, and said his cowboys and cowgals lived in near luxury.

Larry wants another crack at the big, free-spending crowds he encountered in Europe and he means to have it next summer. He thinks there is a quarter-million dollars to be had and will go after it with an auto thrill show unit. Europeans will really go for the auto maniacs because the few daredevil stunts he presented in conjunction with his rodeo proved the most popular—even outshining his cowboy band composed of a native accordionist decked out in an Indian feather headdress and two gents with guitars.

With an auto thrill show Larry would have an entree to England where rodeos are barred nationally by law. Folks on the Continent are hungry for shows, since all of the good talent is in this country, in Larry's opinion.

After getting boiled out in a class Broadway hostelry, Sunbrock entrained for his Orlando, Fla., headquarters, where he intends to reorganize and open another show on January 8. After that he plans a four-month tour of the Southland, a section of the country that has been noticeably quiet since his last appearances there.

Proposed Charleston License Fee Increase Hit by Former Mayor

CHARLESTON, S. C., Dec. 18. — The proposed increase in city license fees was hit by Thomas P. Stoney, former Charleston mayor, representing the fair association and the James E. Strates Shows, at a hearing before the city council committee on purchases and bids.

Stoney told the committee the James E. Strates Shows and the fair association pay a $500 license fee and $2,100 in city admission taxes now and "the carnival will not come back if a $2,500 license; as proposed, is imposed." He said the fair cannot exist without the carnival to draw crowds and "if Charleston does away with its fair it will be a step backward."

Central Alta. Stampede Assn. Elects H. Labrie President

CALGARY, Alta., Dec. 18. — H. Labrie, Ponoka, was elected president of the Central Alberta Stampede Association. Other officers are: Vice-president, John Glazier, Coronation; secretary, Don Strater, Halkirk; directors, Vic Stuckey, Stettler; Father Churn, Big Valley, Lloyd Bell, Holden and Archie McDonald, Red Deer

Towns included in the CASA are: Ponoka, Coronation, Stettler, Holden, Ant Hills, Codogan, Big Valley, Hardisty, Halkirk, Rock Mountain House and Hanna.

Labrie is also president of the Ponoka Stampede and Exhibition Association which claims to be the second largest stampede in Canada. Ponoka will hold a four-day show in 1949.

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NEW IMPROVED
CHAIR PLANE SWINGS
16 and 24 Seats. 16-18-22 Foot Towers
Le Roi Power Units.
RIDE HI MFG. CO.
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Boy Wins 40G Suit Vs. Autry & Firms Over Cowboy Outfit

ALLENTOWN, Pa., Dec. 18.—An eight-year-old boy and his parents were awarded a total of $40,000 in a suit against Western star Gene Autry and four corporations by the local courts Tuesday (7). The boy, William E. Pritchard Jr., was burned severely when a cowboy suit endorsed by Gene Autry burst into flames as he came in contact with a grass fire.

Young Pritchard suffered third-degree burns which the court action said "completely consumed all of his flesh from his ankles to his waist and a large area in the middle of his back." The action was filed for Pritchard by his parents, William E. and Helen S. Pritchard. Judge John H. Diefenderfer approved an award of $28.583 to the boy and $11.417 to the parents.

Autry and the corporations were charged with carelessly and negligently putting on the market an inflammable cowboy suit which they claimed was fireproof. Autry was charged with permitting the use of his name and authorizing the sale and distribution of the outfit. Named in the suit with Autry were M. A. Henry Company, Inc.; Peerless Manufacturing Company, Inc.: William E. Rocken, Martha E. Sultan, and Carola Terwiliger and Isa Bishoff. individually and co-partners of E. F. Timme & Sons, all of New York City.

Jolly Joyce Skeds Yokel, Western Acts For Indoor Dates

PHILADELPHIA, Dec. 18. — The Jolly Joyce Agency here is staging an all-out campaign to make it a year round activity in booking hillbilly and Western attractions. Jolly Joyce. agency head, feels that Western names can pull just as well at indoor dates during cold-weather months as they do during warm weather. More important, it means keeping up agency billings at a time when nitery and musical bar bookings are under par.

Joyce has corraled several Western names which he plans to feature in big-city auditoriums, small-town theaters and some long neglected Southern doings. Joyce feels he can keep attractions moving for a six to eight-week period at top money. He proved it to himself, at least, in trying out his trail blazing with eight solid winter weeks for Raymond Hatton, one of Hollywood's horse opry clan.

The success of the Hatton bookings encouraged Joyce to start routes for *Hayloft Hoedown*, an ABC network show originating at WFIL here; Grandpa Jones with Clyde Moody, Pete Casel, Chubby Wise and Ramona, Hoosier Hot Shots, Elton Britt, and Shorty Warren's band.

The White Chief
Also Available:
Crystal Coach Sr. & Jr. Models.
For Complete Information Write Dept B
THE CALUMET COACH CO.
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EASY TO FILL UP...OPERATE...SET UP AND TRANSPORT!
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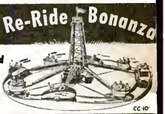

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New crop Popcorn now ready for shipment. All Purdue Hybrid #31 pops 30 to 1 volume. a premium popcorn at a new low price.
Write for current price list on Popcorn Supplies. You get better products for less money from Gold Medal.
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Floss Machines—Concession Model 120 Floss Machine is the finest on the market. All latest improvements make it the last word in fast, easy operation. A real buy at $275.00
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Send Cash with Order. Stock Tickets, $20.00 per 100,000.
100,000
$25.00
10,000 ...... $ 8.50
20,000 ...... 10.25
50,000 ...... 15.75

Phoenix Annual Nets 35 Grand

PHOENIX, Ariz., Dec. 18.—For the seventh successive season, the Arizona State Fair this year paid its own way and turned in a substantial profit, the financial report for '48 shows. Paul F. Jones, fair commission secretary, said receipts totaled $185,063.49 and that profit aggregated $35,099.06.

Net returns were about $3,000 less than a year ago due to higher premiums and to the fact that a large maintenance and repair program was charged against the year's income. Expenses totaled $149,964.43.

Receipts included: Admissions and parking fees, $89,432.50; industrial and commercial exhibit space charges, $34,025; midway, $27,075.55; premium book advertising, $8,147; entry fees, $1,986; horse race track rental, $23,130, and auto race track rental, $909.65.

No tax money has been used for the fair proper or for maintenance and improvements of the grounds' plant since the present commission took over in 1941, it was pointed out.

Showmen Urge WFA To Hold '49 Confab in Los Angeles

SAN JOSE, Calif., Dec. 18.—A pitch to bring the 1949 Western Fairs Association convention to Los Angeles was made to Bill Hobday in a wire from the Pacific Coast Showmen's Association. Hobday, who attended the '48 convention of fair reps here last week, was urged to contact C. B. Afflerbaugh, WFA president, regarding the site for the '49 confab.

Similar appeals were also made to Afflerbaugh by the Los Angeles Chamber of Commerce and the Los Angeles Biltmore Hotel, which indicated they would be glad to take care of all delegates.

Winter Fairs

The Billboard TRADE SERVICE FEATURE

ARIZONA

Tucson—Pima Co. Fair. March 2-8. Norman B. Cobb, Box 1609.

CALIFORNIA

Imperial—California Mid-Winter Fair. Feb. 26-March 6. D. V. Stewart, Box 308.

Indio—Riverside Co. Fair & Natl. Date Festival. Feb. 18-22. R. M. C. Fullenwider.

San Bernardino—National Orange Show. March 10-20. R. Z. Smith, Box 26.

FLORIDA

Bowling Green—Hardee Co. Strawberry Festival. Jan. 17-22. J. A. Albritton Jr.

Cocoa—Indian River Orange Jubilee. March 9-12. Mrs. Marion Oxford, Chamber of Commerce.

Dade City—Pasco Co. Fair. Jan. 16-22. J. F. Higgins.

Delray Beach—S. Fla. Gladioli Festival & Fair. Feb. 22-29. R. C. Lawson.

Eustis—Florida Sportsmans Expo.-Lake Co. Fair. March 14-16. Karl Lehmann, Tavares, Fla.

Fort Myers—Southwest Fla. Fair. Feb. 21-26. J. Fred Huber, Box 2010.

Inverness—Citrus Co. Fair. Jan. 25-28. O. M. Maines Jr., Box 67.

Largo—Pinellas Co. Fair. Jan. 25-29. J. H. Logan, Box 267.

Miami—Dade Co. Fair. March 4-13. Robert C. Booth, 471 N. W. 3d St.

Orlando—Central Fla. Expo. Feb. 21-26. Crawford T. Bickford.

Plant City—Florida Strawberry Festival. March 1-5. G. H. Bates.

Sarasota—Sarasota Co. State Fair Assn. Feb. 20-26. S. Dilworth Clarke Jr., Box 187.

Tampa—Florida State Fair & Gasparilla Assn. Feb. 1-12. P. T. Strieder, Box 1231.

Winter Haven—Florida Citrus Expo. Feb. 14-19. Philip E. Lucey.

TEXAS

Fort Worth—Southwestern Expo. & Fat Stock Show. Jan. 28-Feb. 6. Edgar Deen, Box 150.

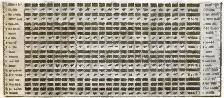
Houston—Houston Fat Stock Show & Livestock Expo. Feb. 2-11. W. O. Cox, Box 2371.

Work Nearing Completion On Last Fort Worth Bldg.

FORT WORTH, Dec. 18.—Work will be completed January 15 on the last building at the Southwestern Exposition and Fat Stock Show that will be required to put all attractions, except the carnival, under cover.

That will be two weeks before the annual exposition and rodeo opens.

New ELECTRIC RACING GAME



All the thrills of a real horse race and proven the game sensation of the year. Portable and stationary models available. Time payments arranged.

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FOR SALE
Ferris Wheel, 12 seats, 40 ft. height, new engine, everything new. Loads on 25 ft. semi pulled by Dodge Truck. Both units for $5,500.

FOR SALE
Merry-Go-Rounds, 30 ft. and 36 ft., 20 jumping horses, blue top and side wall, pulled by Allis-Chalmers engine, well decorated. These rides are brand new and ride adults and children. They are not for kids only.

FOR SALE
One Kiddie Auto Ride, 8 cars, everything brand new, quick sale, $1,800. Brand new Dive Bomber with seven planes, for children, $1,200.

Engines, Truck and Trailers and Tents, Light Plants; large Dive Bomber, 20 ft. height; large Three-Abreast Merry-Go-Round, one Octopus, Laughing Mirrors, Merry-Go-Round Tops; all for sale.

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Accepting Orders Now for 1949 on Our Famous Adult and Kiddie Rides
★ KIDDIE BOAT RIDE
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FLY-O-PLANE • ROCK-O-PLANE
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ROLL — FOLDED — CASH WITH ORDER — SAVE
Minimum Order Each Wording, Price or Color 10,000 Tickets.
DALY TICKET CO. COLLINSVILLE, ILL.
10,000 .... $8.00
Each Additional 10,000, Same Order 1.95
Price Change 3.00
Color Change .... .80

Wilson Line Plans Larger Operation

NEW YORK, Dec. 18.—The Wilson Line, which operated its four-deck S. S. State of Pennsylvania on a daily excursion sked linking up Jersey City, N. J., lower New York City and Rockaway Beach last summer, announces expansion of the project for the New York area next summer.

In addition to tha Pennsylvania, which will again carry excursionists to Rockaway Beach, the line is transferring its Liberty Bell (new this year) from Boston to New York City, where it will be used in regular and charter excursion runs.

The Wilson Line last summer was a heavy advertiser in New York dailies, devoting much of its copy to publicizing A. Joseph Geist's funspot, Rockaway's Playland, near which the firm's landing dock is located. Geist is expanding his park for next season, adding new rides and picnic facilities. Near-by Seaside Amusement Park, operated by the Drambour brothers, also benefits from the excursion service.

Philadelphia will continue to be the center of the Wilson Lina operations, with three vessels, City of Washington, Pilgrim Bell and Delaware Bell, on excursion runs to various Delaware Bay resorts and funspots.

Riverview Park in Kent County, opposite Baltimora on Chesapeake Bay, which the Wilson Line is developing as a major amusement park, will be served by the line's Bay Bell, out of Baltimore, while the Mount Vernon will operate out of Washington, D. C.

The lina is spending $500,000 on fitting out a new vessel to operate out of Boston and is planning further expansion of both its regular run and charter excursion business.

AAA Contest Board Plans Hall of Fame

NEW YORK, Dec. 18.—The contest board of tha American Automobile Association (AAA) meeting here Wednesday night (8) voted to set up a Hall of Fame for racing drivers.

A three-man committee was appointed to work out details. Members are J. Edgar Shipper, Detroit; A. C. Pillsbury, Los Angeles, and Ray Sherman, New York.

Possible sites are Indianapolis, site of the 500-mile Decoration Day classic, and Philadelphia.

Ted Horn, Wilbur Shaw and Barney Oldfield, among others, would be considered candidates.

The board also announced that all tracks under its jurisdiction would undergo rigid annual inspections and that it would make recommendations on surface conditions and other features to insure safety.

All automobiles, including midgets and big cars, will be required to stand a strict inspection before being allowed to race on AAA-sanctioned tracks.

COLE STAFF SHAPES UP

(Continued from page 49)

it is understood, should he make a deal with Tavlin, he will bring with him Allen J. Lester, contracting press, and Frank Morrissey on radio. Barbette has produced stageshows and ballet in Europe and this country and for awhile was with the production department of Metro-Goldwyn-Mayer in Hollywood. For several years he has produced and trained the aerial ballet for Ringling-Barnum.

Ballet Program Set

Harvey will join Cole org February 1 following a Panama vacation. Barbetta leaves here this week-end for New York to hire ballet girls and to start rehearsals, reporting to Louisvilla headquarters with entire troupe about the third week in February to begin routining the show. Burkhart is in quarters and Tavlin reports there tomorrow (19).

Tentative plans call for the show to open in Louisville on the usual date, second Thursday in April—the 14th next year.

Following the launching of the show in April, Terrell will retire to his farm near Owensboro, Ky., and davote his time to the breeding of horses.

Carnival Routes

Send to
2160 Patterson St., Cincinnati 22, O.

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

Bohn & Sons United: El Dorado, Ark.
Borderland: Eagle Pass, Tex.
Brady's Rides: (27th Ave. & 36th St., N. W.) Miami, Fla., 20-Jan. 1.
Cotton State: Robertsdale, Ala.; Atmore 27-Jan. 3.
Kelly Bros.: Winchester, Ark.
Rockwell, Mike: El Paso, Tex., 24-Jan. 1.
Tri-State: Killona, La., 20-26.

Circus Routes

Send to
2160 Patterson St., Cincinnati 22, O.

Davenport, Orrin (Coliseum) Chicago, Ill., 25-Jan. 2.
Gould, Jay: Iowa City, Ia., 21; Tipton 22; Prophetstown, Ill., 23; Cambridge 24.

Misc. Routes

Send to
2160 Patterson St., Cincinnati 22, O.

Bradley & Benson Hillbilly Jamboree: Moberly, Mo., 25; season ends.
Henie, Sonja, Hollywood Ice Revue (Stadium) Chicago, Ill., 25-Jan. 16.
Herbera & Ragan Exhibit: Tampa, Fla., 20-25; St. Petersburg 26; Plant City 27; Lakeland 28-29; Lake Wales 30.
Hope, Bob, Show: Miami, Fla., 22; Tampa 23; Louisville, Ky., 24.
Miller's, Irvin C., Brown-Skin Models (Globe) Cleveland, O., 25-Jan. 1.
Skating Vanities of 1949 (Auditorium) Denver, Colo., 27-Jan. 2.

Four Specialty Acts Set for Fort Worth

FORT WORTH, Dec. 18.—Four specialty acts hava been contracted for tha rodeo of tha Southwestern Exposition and Fat Stock Show to be held January 28-February 6.

The acts are Capt. William Heyer and Starless Night, high school horse; 11-year-old Don K. Reynolds, Van Nuys, Calif., trick rider and roper; Boom Town Mounted Squara Dancers, Burkburnett, Tex., and the Pope pony hitch, eight Shetlands drawing a lightweight wagon.

Tha rodeo again will be produced by Verne Elliott, Platteville, Colo. Judges will be Carl Dossey, Chandler, Ariz., and Shirley Hussey, Big Timber, Mont. Cy Taillon, Great Falls, Mont., will be announcer; Vic Schwarz, Wichita Falls, Tex., arena director, and Louis Kubitz, this city, livestock superintendent.

Trick riders contracted are Dick Griffith, Scottsdale, Ariz.; Tad Lucas, Fort Worth; Bernica Dossey, wife of Carl Dossey; Don Wilcos, Tulsa, Okla., and Charlotte Reynolds, Van Nuys, Calif.

Clowns will be John Lindsey, Hoyt Heffner, Elk City, Okla., and George Mills, Pueblo, Colo.

New Brunswick Cities Set Up New Tax Levies

FREDERICTON, N. B., Dec. 18.—City councils here and in Sacksville, N. B., are drafting bills aimed at slapping taxes on all amusements, including carnivals, circuses and skating rinks. Bills will be submitted at the 1949 legislativa sessions, which get under way late in February.

St. John, Moncton and St. Stephen, all in New Brunswick, also ara said to be considering similar taxes. New bills would levy taxes in addition to the usual 10 per cent fees exacted by the province.

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CARNIVAL, CONCESSION, CIRCUS

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Tents of Royal Blue, Forest Green and Khaki Dyed or Flameproofed. Red. Blue and Orange for trim.

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with STROBLITE IDENTIFIER

Hands of patron are stamped with a harmless invisible ink, which becomes visible under the Stroblite U.V. Lamp. Widely used in Ballrooms, Rinks, Pools, Amusement Parks, etc.

Write for Information

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SHOOTING GALLERIES

And Supplies for Eastern and Western Type Galleries
EST. 1937 WRITE FOR CIRCULAR.
H. W. TERPENING
187-188 Marine St. OCEAN PARK, CALIF.

Tax Planning . . . No. 1 in a Series:

All You Married People Get a Break This Year; Here's How

(Continued from page 46)

which exceed his or her amount of income. Unfortunately, however, you do not always save tax by filing a joint return and that is where the fun comes in. You will then probably wear out a lot of pencils before you figure out whether a joint or a separate return is most advisable.

Figure Both Ways

This can only be done by the trial and error method. That is, you must first figure your taxes separately and then figure them jointly and then see which will give you the greatest tax advantage. You will discover later on in this article that making these computations will be a sure cure for insomnia.

In the following cases filing a joint return might not result in a tax saving:

1. Where the husband and wife have approximately equal incomes and deductions. Here there will be no tax savings unless there is an odd number of personal exemptions so that if a separate return were filed either the husband or wife would have more exemptions than the other.
2. Where there are large medical expenses by one spouse, it is possible in some cases that the filing of separate returns might result in less total taxes.
3. Where both husband and wife have capital losses, a joint return would limit the couple to a $1,000 capital loss, whereas if they filed separate returns each spouse could take a $1,000 capital loss.

Residents of Community Property States

Married entertainers who reside in community property States still have the edge. They can split all their community income (divisible between the spouses) and their separate income (belonging to the spouse who receives it) down the middle if they want to by filing a joint return. Generally there would be a tax benefit by filing a joint return if husband and wife have unequal amounts of separate income. There is one additional hedge. Married community property State residents can file separate returns and still split their community income if it is to their advantage.

New Tax Reductions and Exemptions

Standard Deductions

If your adjusted gross income under the prior law exceeded $5,000 and your deductions were of a kind difficult to prove to a government agent or less than $500 standard deduction. This applied to either a separate or a joint return. In all cases $500 was the limit allowed as a standard deduction. This was in the form of a gift by Uncle Sam, as you did not have to prove anything to entitle you to this $500 deduction, providing the adjusted gross income exceeded $5,000.

Under the new law married couples who file a joint return are given a still greater break. Where the spouses file a joint return and their combined adjusted gross incomes exceed $5,000, they may take a standard deduction of $1,000, or 10 per cent of their adjusted gross income, whichever is less.

Same Method

An unmarried person filing a separate return can also take the $1,000 (or 10 per cent) as a standard deduction. However, a married person electing to make a separate return is penalized by being limited to a $500 maximum standard deduction as under the prior law. One important factor should be borne in mind, and that is that both the husband and the wife who elect to file separate returns must use the same method. If the husband itemizes his deductions, the wife must follow suit on her return. She cannot take the standard deduction if he elects to itemize his deductions.

Personal Exemptions

The new law increases the personal exemption from $500 to $600 for yourself, your wife and your dependents. Each taxpayer reaching the age of 65 before the end of the taxable year receives an additional $600 exemption. This over-65 rule is only for taxpayers or their spouses. Do not claim any additional exemption for any dependents who may be over 65.

Blind Persons

Blind taxpayers receive a new additional exemption of $600.

Medical Expenses

The 1948 Revenue Act still only allows medical expenses in excess of

(See TAX PLANNING on page 94)

HI-STRIKERS

Order Now for 1949 Season
Mallets and Rubbers
COLONIAL HEIGHTS STRIKER
P. O. Box 1163 Petersburg, Va.

Advertising in the Billboard Since 1905

ROLL OR FOLDED TICKETS DAY & NIGHT SERVICE SPECIALLY PRINTED

CASH WITH ORDER PRICES---10M, $10.20---ADDITIONAL 10M's AT SAME ORDER, $2.20

Above prices for any wording desired. For each change of wording and color add $3.75. For change of color only, add 75c. No order for less than 10,000 tickets of a kind or color.

STOCK ROLL TICKETS
1 ROLL..............$1.00
5 ROLLS......@......75c
10 ROLLS......@......60c

WELDON, WILLIAMS & LICK
FORT SMITH, ARKANSAS
Tickets Subject to Fed. Tax Must Show Name of Place, Established price, Tax and Total. Must be Consecutively Numbered from 1 up or from your Last Number

TENTS

All Sizes—NEW AND USED—All Styles
BRIGHT FLAME-PROOF FABRICS—Khaki, Blue, Forest Green, Olive Green, Tangerine
E. G. CAMPBELL TENT & AWNING CO.
100 CENTRAL AVE. (Phone: 38885) ALTON, ILLINOIS

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ANYTHING IN CANVAS

Tents—Concessions, Gypsy, Camping, flashy trimmings. Tents of all sizes. Merry-Go-Round and Caterpillar Tops, Big Tops. Wire, write or phone. Quick delivery.

TENTCO CANVAS, INC.
180 GREENE STREET Phone: Worth 4-0018 NEW YORK 12, N. Y.

3000 BINGO

No. 1 Cards, heavy white, black back, 5 ½ x7 ¼. No duplicate cards. These sets complete with Calling Numbers, Tally Card, 35 cards, $3.50; 50 cards, $4; 75 cards, $4.50; 100 cards, $5.50. All cards from 100 to 3000 @ $5 per 100. Fibre Calling Numbers, 50¢; Wood Calling Numbers, $1; Printed Tally Card, 15¢. Colored Heavy Cards, #3, same weight as #1 in Green, Red, Yellow @ $8 per 100. DOUBLE Cards, No. 1 size, 5 ½ x14 ½. 10¢ each.

3000 KENO

Made in 30 sets of 100 cards each. Played in 3 rows across the cards, not up and down. Light weight cards. Per set of 100 cards, tally card, calling markers, $3.50.

LIGHT WEIGHT BINGO CARDS

White, Green, Yellow, Black on White, postal card thickness. Can be retained or discarded. 3,000, size 5x7, per 100, $1.25. In lots of 1,000, $1 per 100. Calling markers, extra, 30¢.

Ping-Pong Balls, printed 2 sides $30.00
Replacements, Numbered Balls. Ea. ... .58
3,000 Jack Pot Slips (strips of 7 numbers) per 1,000 .... 1.25
M. W. Cards, 5x7, White, Green, Red, Yellow, per 100 .... 2.00
3,000 Small Thin "Brownie" Bingo Sheets, 3 colors, loose only, no pads. Size 4-5. M 1.50
3,000 Featherweight Bingo Sheets, large size, 5 ½ x8; 5 colors; loose, no pads. M 1.75
Adv. Display Posters, size 24x36. Each .10
Cardboard Strip Markers, 10 M for .... .75
Rubber Covered Wire Cable, with Chute, Wood Ball Markers, Master Board; 8-piece layout for 15.00
Thin Transp. Plastic Markers, Bwn., ¼ M 1.00
Red or Green Plastic Markers, ¼, Square, Round or Scalloped, $2.50 M; ⅝ths size ....$2.00 M

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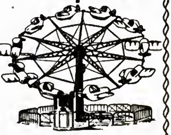

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PROMOTION PICTURE CHANGES

Ops Anxious To Get Ideas

Parkmen open up at session on stunts staged to attract biz—Batt's award helpful

By Hank Hurley

CHICAGO, Dec. 18.—Altho almost every park operator and manager agrees that promotion stunts are of the utmost importance, most of them have been lax about this phase of the business. Especially was this true during the war when business was too good to worry about promotion.

The picture has changed, however, and it was noticeable at the recent Chicago convention of the National Association of Amusement Parks, Pools and Beaches (NAAPPB) that parkmen are once again becoming promotion minded.

At one afternoon session this year, one of the subjects was promotions. While this was not out of the ordinary, in that the subject has been treated at other park conventions in the past, it was unusual to have men clamoring for a chance to be heard.

Different This Year

This proved that the various park operators gave more thought to promotions during 1948 and were anxious to tell about the ones that proved successful. This, too, was different than in the past when most of the ops felt that if they had a good promotion they should keep it to themselves.

Perhaps Harry J. Batt, newly elected NAAPPB president, was responsible for this improvement in the amount of discussion on the subject by announcing before the convention that he would award a plaque to the park owner judged to have the best 1948 promotion.

Commenting about his awarding of the trophy, Batt said:

"I feel very strongly on this subject of promotion because it is one of the most important phases of the business. I feel if parkmen are given some incentive to get up and tell about outstanding promotions at their parks they are glad to do it. An exchange of ideas on promotions is good for the industry and the convention is a good place for NAAPPB members to learn what other parkmen are doing to bring business to their parks."

Whether it was Batt's trophy, or the fact that parkmen realize they are going to have to do everything in their power to keep their 1949 business on a par with 1948 is debatable. At any rate, it is a fact that more promotions came to light at this year's convention than in the last three years.

"I got several ideas for promotions that will work at my park," one operator said, "and that's more than I can say of this portion of the program in years gone by. Members this year seemed more willing to let out their secrets than in past years. The ones I talked to were more than willing to explain how they went about a certain promotion, how it worked for them and, in fact, everything connected with the stunt."

Small Op Needs Help

For the larger parks, promotions may be an easy item. Most of them have able press and promotion men. But for the smaller park owner, who has to handle these details in addition to managing the park, promotion ideas don't come easily.

That is why an exchange of promotion ideas at the NAAPPB convention is a big item to the small park owner. But, as one parkman said in a conversation: "We shouldn't do this only once a year. . . . Rather, members who stage a good stunt or promotion should let the other members know about it, either by letter or by sending in the information to *The Billboard* and the NAAPPB secretary. If a park staged a good promotion, say in June, the owner of that idea shouldn't wait until the following December to tell members about it. Let them in on it as soon as possible after the promotion has been declared a success. In that way other parkmen can try it the same season."

Park operators will have to pull business into their establishments in 1949, most ops agree. One of the best ways to do it is by staging good publicity stunts or promotions.

Pennsy Park Ops Found Guilty of Race Ban Charge

LANCASTER, Pa., Dec. 18.—Joseph Figari, president of the firm operating the Rocky Springs Park, and his son, James Figari, treasurer, were found guilty before the local court Wednesday (15) of violating the State's 1939 anti-discrimination act. Both were freed under $300 bail pending motion for a new trial.

The case stems from refusal of the defendants to allow a group of Negroes to enter the park's swimming pool during a picnic on Labor Day sponsored by the Congress of Industrial Organizations (CIO).

N. J. Law Prohibits Racial Discrimination

TRENTON, N. J., Dec. 18.—New Jersey's civil rights law prohibits racial discrimination at swimming pools in amusement parks as well as at seashore resorts, the appellate division of the State Supreme Court here ruled last week. The higher court ordered a new trial for Melba Valle, a Negro resident of New York City, who charges she was denied admission to the swimming pool in Palisades Park because of her race.

In ordering the new trial, the appellate division set aside a Bergen County District Court decision in favor of the pool owners. The lower court had ruled that the civil rights statute did not extend to swimming pools and applied only to bathhouses at seashore resorts.

Idle Hour Gets Red One Dec. 12

Columbus, Ga., spot uses Santa to attract kids—rides, games reap harvest

COLUMBUS, Ga., Dec. 18.—Idle Hour Park, year-round funspot here which has been playing to sluggish winter biz due to continuous rains, chalked up a red one Sunday (12), according to Mike Calderazzi, spot's press agent.

Santa Claus, giving free gifts to every kiddie, proved a big drawing card and rides, games and concessions reaped a harvest.

The park boasts 12 major rides, 5 kiddie rides, 21 concessions and 5 refreshment stands. In addition, there is a bowling alley, swimming pool, ballroom, roller rink, riding stables, four speed boats, a zoo, ball park and stadium, a children's playground and a picnic pavilion.

Free acts, Calderazzi reported, have been discontinued until the opening of the summer season.

Jes R. Stiles is the new manager of Idle Hour, replacing Jessie L. Marlowe. Manager Stiles attended the annual outdoor convention in Chicago this month.

A farewell party and dance, in the Rainbow Room, was given Marlowe. He was presented with a gift. Marlowe will take over management of two of the Martin theaters in Carteraville, Ga. Idle Hour Park also is a Martin enterprise.

Rockaway Group Would Nix Future Funspots by Zoning

NEW YORK, Dec. 18.—The Chamber of Commerce of the Rockaways has turned in a number of suggestions to New York's planning commission which it desires included in that body's project for rezoning this summer resort suburb.

The Chamber stresses the year-round residential character of the Rockaways and urges that amusement, commercial and industrial developments be restricted to a comparatively small sector of the peninsula. This is not as drastic as it might appear to be, since no interference with amusement areas or commercial enterprise already installed is contemplated.

The Chamber frowns on additional commercial amusement enterprises, but favors improving beach and recreational facilities and constructing additional hotels, apartment houses and residences.

Rockaway Beach has close to 11 miles of sandy beach on the Atlantic coast line and about the same frontage on the Jamaica Bay side of the peninsula, where most of the resort's industrial enterprises are located.

Commercial amusements in the Rockaways consist of two amusement parks, Rockaway's Playland and Seaside Park, plus a few coin machine arcades, movie theaters and bathing establishments. In addition the resort boasts a long boardwalk and a shoreline parkway, with municipally controlled play areas and concessions. New York also operates Jacob Riis Park, a huge shore resort with splendid bathhouses, recreational facilities and large auto parking fields.

Development of New York's gigantic airport at near-by Idlewild will be a major factor in boosting population and business in the Rockaways next summer. The express highway linking New York with Idlewild will also serve as a direct route to the Rockaways. This and several major transit extensions will shortly add to Rockaway's accessibility.

Max Kerner Hospitalized

DETROIT, Dec. 18.—Max B. Kerner, partner and co-manager of Eastwood Park here, who was discharged only a week ago from Harper Hospital here following treatment for high blood pressure, is back in the same hospital.

Kerner was taken ill and collapsed in a downtown garage Tuesday (14). He was rushed to Harper Hospital, where his condition was reported fair.

Restocking of 2 New York Zoos Would Cost 10G

NEW YORK, Dec. 18.—An estimated $10,000 is needed to restock the Central Park and Prospect Park zoos, according to Fred Sandmann, head keeper.

An annual budget of $10,000 would result in the zoos becoming self-sustaining in only a few years thru trading and selling animals raised, Sandmann said. At present there is very little trading and selling activity because the zoos can only offer what the other zoos already have.

The $10,000 would make it possible to make the following purchases for the Central Park Zoo: A female tiger, three or four years old, for $1,800; a four-year-old male leopard for $1,000, a year-old female zebra for $850, a three-year-old female aoudad for $100, a pair of gibbons for $800 and an assortment of birds for $450.

$1,800 for Tiger

For Prospect Park it would mean a female tiger three or four years old for $1,800, a year-old male red European deer for $200, a pair of leopards or panthers for $1,800, a two-year-old male llama, $350, and a male zebra, $850.

The animals would be rotated between the zoos for exhibition and mating purposes. Some of the animals donated to the zoos by public-spirited citizens have gone without mates for as long as 12 years because of the lack of funds.

A female albino leopard, said to be the only one in captivity, was added this week to the Central Park Zoo. The albino is one of three animals presented to the zoo. The others are a spotted leopard and a laughing hyena. All three were brought to this country by Henry Trefflich, local animal dealer.

Gaming Charges Against Nathan Faber Dismissed

NEW YORK, Dec. 18.—The long drawn-out trial of Nathan Faber on charges of running a lottery and gambling ended Thursday (9) when charges were dismissed in the Nassau County Court in Mineola, Long Island.

Faber operates various poker games concessions at Rockaway Beach, Coney Island, and Long Beach, Long Island. Gambling charges were brought against Nathan Faber and his son, Stanford, as a result of a raid on Faber's concession on the Boardwalk at Long Beach by detectives of the district attorney's office August 13, 1947.

All other concessions of similar nature at Long Beach were ordered to shut down after the raid by District Attorney James N. Gehrig. While the case concerned only operators in Nassau County, it was followed with interest by games operators at all resorts in the New York area.

A. C. Mayor Forecasts Bonanza Biz Thru 1950

ATLANTIC CITY, Dec. 18.—Mayor Altman this week predicted lucrative biz for this resort in 1949 and 1950 and cited full resort convention schedules for both years as the basis of his forecast.

"While the prosperity of Atlantic City depends on the prosperity of the nation," Altman declared, "we have every reason, using two years of solid convention bookings as a barometer, to look for good business."

Smythe Plans Kiddie Funspot For Angola Site

ANGOLA, Ind., Dec. 18.—Harry K. Smythe, Indiana radio and live talent promoter, announces he is expanding present facilities of his Buck Lake Ranch here to include a permanent theater and kiddie park.

Buck Lake Ranch, up to now primarily a folk music park operating week-ends and holidays with outstanding touring Western and hillbilly stars as the draw, will go more into standard park operation in 1949, Smythe said.

A permanent theater, The Wigwam, is under construction. It will supplement the huge outdoor amphitheater, which will continue to be used in good weather. The theater, which measures 70 by 120 feet, is expected to accommodate 2,000 persons and will make it possible to run a longer season. Smythe is doubling the size of his trading post, souvenir and novelty shop to 24 by 14 feet, and another concession center will be set up in the foyer of the theater. Also being enlarged is the hillside amphitheater to 4,800 seats, with room for an additional 4,000 standees. The concession midway and the parking area will be blacktopped before next season.

Smythe intends to set up an archway entrance into a five-acre tract, which he is converting into a Kiddieland. After the successful introduction last year of a miniature train, Smythe will add six more moppet rides, plus full playground equipment.

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A Tree and Rose Sarlow Grew In Brooklyn-Rose Branched Out

(Continued from page 49)

Williams, the current president, working with me—and I mean work," she declared.

However, objective observers are quick to give her a large part of the credit. She has put much of her ability into the fair, and it is difficult to determine her contribution because she has put so much of herself into the fair.

"I've really no time for anything else," she explains when the subject of recreation comes up. "The fair takes up most of my time, and what little is left I spend housekeeping with my sister, Mary. I do, of course, like to travel and go to fairs—but, what with the clean-up work after each fair, I don't have too much time for that."

Gets Ionia Start

Rose broke into the Ionia fair picture thru the late Fred W. Green and the late Fred Chapman, then executives of the Ypsilanti Reed Furniture Company in Ionia. She first went to work for them as their joint secretary, in charge of their personal business. Among the chief interests of Green, who later became Michigan's governor, and Chapman was the Ionia Fair.

Together, Green and Chapman had been instrumental in reviving the event, which, while operating with a paid gate, had gone bankrupt. In reviving it Green and Chapman vowed they would operate it with a free outside gate, and that is what they did. The event became the first free fair of any consequence in tha country. A month after Ionia bowed under this policy, Topeka, Kan., entered the picture with its free fair.

Green died in 1927 and Chapman in 1938. Meanwhile, Rose, in addition to handling their personal affairs, developed a knowledge of the fair's operations and under Chapman served as assistant secretary. At his death, she became secretary

Substitutes New Systems

It took her a few years to get a full grasp of the situation. But the searching mind of the bookkeeper unearthed many ways in which the operations could be tightened and put on a still more business-like basis. In succession, she turned her attention to such things as a control of ticket sales, the handling of concessions, etc., and invariably she contrived a better system.

She developed the same zeal for a free gate fair that had gripped both Green and Chapman. And, since she began as secretary, the fair's total attendance has more than doubled. Peak attendance for the event is placed at 400,000.

Explaining this estimate, Rose explains it is based on a formula of 4½ persons in attendance for every person who pays to get into the grandstand during the fair's run. The grandstand show looms large in importance at Ionia. And, with the growth of the fair, it has been embellished and enlarged. In this, Rose disclaims credit, saying the booking office, which over the years has supplied the shows, also has continued to grow and develop its productions.

Ionia Crowds Remarkable

The Ionia attendance is remarkable in view of the fact that the town has a population of but 6,500. Like the old-time press agent's lead-off paragraph, all roads "lead to the fair." Grand Rapids is 32 miles distant, and Lansing 40 miles away.

Into this area each year Rose shoots her publicity. Most of this she prepares herself. And each year she steps up her publicity.

Her goal is to have a new grandstand. The present frame structure, which, along with bleachers and chairs placed on the infield, has seated as high as 10,644 paying customers at a single performance, now is rated insufficient to meet the potential growth. In its place, when building conditions permit, the plan is to build a steel and concrete stand seating 12,000. The fair's present cash reserve of more than $75,000 comprises the building nest egg.

Not the least of her ability is a deep knowledge of concessions and what they are worth. In this, she keeps an open mind, constantly probing to obtain "whatever the traffic will bear without breaking down."

Apart from tha fair, Rose's pride rests in her sister, Mary, whose song-writing delights her. One of Mary's compositions is used each year for the finale musical number of the grandstand show.

Among Rose's distinctions is that she is the first woman ever to be president of the Michigan Association of Fairs, a post she holds this year.

Quite a feat that—and running the Ionia Fair—for a gal who grew up in Brooklyn.

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BILLER PUTTING IT ON LINE

Aims at 200G Outlay To Get Show Rolling

Stahlman Shopping in Chi

CHICAGO, Dec. 18. — Art Stahlman, president-general manager of Biller Bros.' Circus, a new motorized show scheduled to bow in the spring, announced here this week the purchase of 30 new GMC tractors, after a conference in Chicago with H. T. Dehart, advertising manager of the truck and coach division of General Motors Corporation, Pontiac, Mich.

Along with the sale of the trucks to the Biller org, Dehart agreed, Stahlman said, to an advertising-promotion tie-up, involving the GMC truck division and local dealers. The deal is similar to that negotiated with GMC by Sam Dill in 1930-'31.

While here, Stahlman also announced the signing of Emmett Sims, well-known circus press agent, as Biller general agent. Sims was with Ringling Bros. and Barnum & Bailey for a time this year. He is no stranger to circus business, having been on the Cole Bros. press staff and with various other shows and circuses for many years.

Stahlman, who with his brothers, Bernie and Hy, the latter a New York attorney who is furnishing the greater portion of the financial backing for the new show, said the org would bow for the season in Mobile, Ala., April 1 for a three-day stand. Opening stand will be under auspices of the Mobile Junior Chamber of Commerce.

Other purchases announced here by Stahlman included a modern up-

(See Biller Spending on page 76)

EMMETT SIMS, who will serve as general agent for the new Biller Bros.' Circus, slated to bow next spring.

Buster Cronin Beatty Manager

EL MONTE, Calif., Dec. 18.—Appointment of S. L. (Buster) Cronin as general manager of the Clyde Beatty Circus was announced here this week in winter quarters by Beatty. Paul Eagles will remain as general agent.

Cronin, 18 years with the American Circus Corporation, came west to take over as manager of the Al G. Barnes Circus when the corporation acquired the show. He also managed the John Robinson Circus for a season. His last affiliation was with the Cronin Bros.' Circus for two years.

Suit Against King Dropped By Rumbaugh

ROSENBERG, Tex., Dec. 18. — Floyd King, owner of King Bros.' Circus, said this week that the suit against him in Federal District Court in Houston brought by H. J. Rumbaugh Friday (3) was withdrawn "after I told Rumbaugh's attorney that I was going to file a countersuit for $50,000 against Rumbaugh for malicious persecution."

In his suit Rumbaugh claimed mismanagement had resulted in loss and waste which, if allowed to continue, would cause him to lose his debt or the security for the debt of $20,000 allegedly still owed him as the result of the sale of his interest in the circus to King last February.

"I have been plagued by numerous suits in the past, all of which have been dismissed," King said. "I gave Rumbaugh $7,000 last February when I purchased his one-half interest in a portion of the equipment used by King Bros. During the past season I paid him $20,000, meeting all my payments on scheduled time. Rumbaugh's equity in the circus today amounts to about 18 per cent, for which final payment is scheduled in November, 1949."

Fosset's Circus Destroyed By Fire in Dublin Quarters

DUBLIN, Ireland, Dec. 18.—Fire destroyed practically all wagons and equipment of Edward Fosset's Circus at the show's winter quarters at Ballybeg House, Ballinglen, County Wicklow, shortly after the show rolled in from the road.

Winter quarter buildings and all their contents were wiped out as firemen were stymied thru lack of water.

Reinhart Stages Circus Program With Eye on TV

NEW YORK, Dec. 18.—Bob Reinhart is presenting a series of circus programs at the Provincetown Playhouse, in the Greenwich Village section, with three shows daily on Saturdays and Sundays during the holiday weeks.

Reinhart is aiming at developing a show for television and is using the small Provincetown Playhouse as an experimental stage and showcase. Reinhart emsees the shows and doubles as a magician. Five atandard acts, changed weekly, are being used.

Acts appearing so far in Reinhart's show are Woolford's Dachshunds, Al Gordon's dogs, Betty Willis and Her Playmates (pooches), Skating Carters, Hank the Mule (Tex Morrissey), Renie and Calvert's puppets, Eddie Clark, juggler, and Toto Nagani, foot juggler. Musical score handled by Felix Nestro, Mark Zimmerman and Tony Rizzo, accordionists.

Bad Weather Chills Polack Unit Preem In N. Y. Theater

NEW YORK, Dec. 18. — Polack Bros.' Circus opened a four-day stand at the Jamaica (L. I.) Theater Wednesday (15). Unusually bad weather resulted in light attendance opening day.

Polack unit here is a tabloid cirk, featuring good animal acts, which runs a full hour between films. Three shows are given daily. Stage at the Jamaica provides ample space for Mabel Stark's tiger act and for a ring for elephant and Liberty horse displays.

Line-up of acts in this stage-playing Polack unit is excellent, and a good job of emseeing is turned in by Nate Lewis. Whitey Boyd fronts the regular theater pit ork, augmented by a couple of musicians with the circus unit.

Program consists of Mabel Stark and her tigers; Carlos Carreon, Liberty horses; Rudy Docky, group of boxer dogs; Cheerful Gardner, assisted by Irene Lafferty, elephants; Miss Heddy, Spanish web, and Gene Randow and Dime Wilson, clown gags.

Unit opened at the Rivoli Theater in Hempstead, L. I., and will play several additional houses of the Skouras chain before the opening of its regular 1949 indoor season.

Strong Arnold Bill Offers Mills Tough London Competish

LONDON, Dec. 18.—Tom Arnold's mammoth circus opens at the Harringay Arena Thursday (23) for a five-week run ending January 29. This is the second year Arnold has been running competition to the long-established Bertram Mills Circus annual London holiday season at Olympia, which got under way last week with a bill fairly strong on animal acts but not up to prewar standards in the ring and aerial acts offered.

The line-up of talent in the Arnold circus is all standard acts, topped by Con Colleano, ace tight-wire performer, and the Liberty horses brought in from Denmark by Albert and Max Schumann, leading Scandinavian showmen.

The Arnold program starts off with a big spec, *A Dream of Christmas*, and includes a second production number, *Carnival in Brazil*, in which the wire acts of Con Colleano, Babu Rao and Caliento and Lolita are featured.

Also on the lengthy bill are Chipperfield's elephants, lions, zebras and a hippopotamus; Vaclav Benes' polar and black bears; Hueguette Loyal's (50) trained pigeons; Tay-Ru, equilibrist; Great Alexander Troupe, teeterboard tumblers; Four Rastellis, trampoline; 12 Ben Abdraham Wazzan Arabs, tumblers; Camilla Mayer Troupe, high wire; Three Cassi, jockeys; Bert Holt juggler; Les Geraldos, trapeze, and Digger Pugh's line of girls, recently on tour with the Cole Bros.' Circus in America.

Davenport Lines Up Strong Show for Chicago Coliseum

CHICAGO, Dec. 18.—Orrin Davenport, who will produce the Chicago Coliseum Circus, December 25-January 2, for the second straight year, today announced his line-up of acts. A run-down shows Davenport has 12 new acts this year, new that is in that they have not showed in the Coliseum under his banner.

New acts include the Aerial Gibsons, Francisco and Delores, novelty perch; Cora Davis, trapeze; Grace McIntosh, trapeze; Walter Jennier, with Buddy, the seal; the Tien-Tsi-Liu troupe, Chinese acrobats; Aerialetta, featured in the aerial ballet; the Shryettos, unicycle and bicycle; LaLage, one-arm swing; the new George Hanneford Family, comedy riding; the Kimris Duo, airplane high act, and the Flying Harolds, flying act.

"I believe we will have a strong and well-balanced show," Davenport said, "and I believe we will do good business this year."

Davenport said his 1948 dates, Wichita, Kan.; Rochester, N. Y., and Duluth, Minn., all garnered bigger grosses and attendance than last year. His '49 dates include Toledo, week of January 16; Grand Rapids, Mich., week of January 24; Detroit, January 31-February 13; Cleveland, February 14-27, and St. Paul, March 15-20.

This will be the third annual show during the holiday period at the Coliseum. Leo Seltzer, manager of the Coliseum, reported last year that he was well satisfied with attendance the second year and believes this year's attendance will show a big increase.

"It's just a matter of educating the people to having a circus in town during the holidays," Seltzer said at the conclusion of last year's show, "and I think we have them educated now. The first year the show finished in the red, as could be expected, but this year (meaning the second year of the show) we finished in the black. I think that's good and next year we should do even better."

Davenport announced this as his line-up for the Coliseum:

Display 1—Entire company. Display 2—Comedy acts, ring 1, Otto Griebling and Karl Marx; ring 2, Davison and DeKoe; ring 3, Earl Shipley Trio. Display 3—Joe Walch, wild animals. Display 4—Aerial Gibsons. Display 5—Francis and Delores, novelty balance, ring 1; the Martell Duo, ring 2; the Orantos, high perch, ring 3. Display 6—Earl Shipley's snake dance. Display 7—Harry Haag's dogs and ponies, ring 1; Paul Nelson's ponies, ring 2; Miss Ruby's canines, ring 3. Display 8—Miss Grace, Cora Davis and Miss Corrine, trapeze. Display 9—Clowns. Display 10—Walter Jennier's seal, Buddy. Display 11—Clowns. Display 12—George and Kay, trampoline, ring 1; the Tien-Tsi-Liu Troupe, ring 2; Kurts, novelty balance, ring 3. Display 13—Liberty horses, Mahlom Campbell, ring 1; Paul Nelson, ring 2; John Smith, ring 3. Display 14—Clowns. Display 15—Aerial Ballet, featuring Miss Aerialetta. Display 16—The Shryettos, unicycle. Display 17—Clown band. Display 18—LaLage, one-arm swing. Display 19—George Hanneford family, featuring Kay Hanneford. Display 20—Cole Bros.' elephants, trained by Eugene Scott. Display 21—The Les Kimris Duo, airplane thrill act. Display 22—Clowns Display 23—The Flying Harolds

Glasgow Xmas Unit Features Strong Bill

GLASGOW, Scotland, Dec. 18. — Frank Ginnet is presenting a neat circus bill at the Kelvin Hall where the annual holiday circus season got under way December 6.

The line-up of acts includes Busch's Liberty and high school horses, Adamsky's bears, Chipperfield's elephants and tigers; the Amazing Gridneffs, ladders; Jix, Jax and Max, bar act; Flying Lubins, flying trapeze; Smetona, wire; Baranek Sisters, perch; Kovaks, trampoline; Victor Julien's dogs and Professor Sparks.

Clown Alley is headed by the Zola Brothers, Toni, Tino and Toni; Billy Jenkins and the Van Norman Trio.

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- ★ **A New Year Just Around the Corner of Our Calendar . . .**
- ★ **A Brand New Baby in Buckingham Palace . . .**
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The purchase of the Cole Bros.' Circus implies far more than mere change of ownership of one of the world's principal circus properties. It marks the inception of a new circus organization with new people, new policies, new features and new public appeal.

Jack Tavlin, General Manager

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COLE BROS.' CIRCUS

WINTER QUARTERS • LOUISVILLE, KY.

Polack and Robinson Set '49 Line-Up for 2 Units; Rose Gould, Boginis Added

Programs represent many weeks of negotiations by owner and booker—shows will be strongest yet offered, it's claimed—Otto Griebling under contract

CHICAGO, Dec. 18.—Before I. J. Polack left Chicago for the West Coast he made known the line-up of acts that will appear in 1949 with the two units of Polack Bros.' Circus. Altho there will be some holdovers and some shifts from one unit to the other, both shows will have a substantial amount of new talent.

The programs represent many weeks of negotiations by Polack and his talent scout and booking agent, Ethel Robinson. Both appeared highly pleased with the results. "There is no doubt in my mind," said Polack, "that we'll have the two strongest shows we ever have offered."

Among the new acts with the Western Unit will be Rose Gould, European aerialist, with her two partners; Natal, the monkey man, and the Bogini Troupe, all off Ringling Bros. and Barnum & Bailey. The Boginis will present a seven-people Risley act, a four-people acro and juggling turn and leaps over the elephants.

Frank Whitbeck's MGM elephants will be back, and so will Roland Tiebor and his sea lions. Tiebor will introduce a baby seal, less than a year old, to replace an animal he lost last season.

The Ward-Bell Flyers are increasing their troupe from four to seven people. This act, and the four-people act that will be with the Eastern Unit, have started rehearsals in the old gymnasium of the University of Illinois, Champaign, where the head gymnastic coach is an old Dallas Athletic Club teammate of Gus Bell. Bell also is producing a new aerial ballet for the Western Unit, in which webs will be replaced by seven-foot aerial hoops. Rehearsals for this will be conducted at Champaign for a week before the show opens.

Finger Stand Featured

Moving from the Eastern Unit to the Western will be the Great Bartone, young Swedish equilibrist whose repertoire includes the much-publicized one-finger stand; the Four Cycling Sidneys, and the Polack Black Horse Troupe, presented by Carlos Carreon.

The Liberty horses will be used to introduce Alexander Konyot, who will be featured on his dressage horse, Kalarama Jr.

Further animal acts will be Gutzow's Scotch collies, now en route from Europe, and Roberta's dog, pony and monkey revue and unridable mule.

New Clowns With Barnett

Chester 'Bobo) Barnett again will be in charge of clown alley, and with him will be Morris Gebhart, as well as his dogs and the miniature automobile he added a few months ago. All other clowns with the unit will be new, including Freddie Freeman, assisted by his wife Ethel; the Sherman brothers and Billy Griffin.

Otto Griebling, for many years producing clown for Cole Bros., also has been contracted, but previous commitments will prevent him from joining until March 4.

Bee Carsey will be back as musical director. Most of the executive and technical staff will remain the same.

Eastern's New Line-Up

New features with the Eastern Unit will be Melitta and Wicons, European perch act, also doing swinging perch with iron jaw; Captain Wesley's sea lions (owned by Roland Tiebor); the Aerial Charitons, doing double traps, swings and swivels on a high rigging; Hubert Castle, tight-wire star, and Adolph, Clara and Marie Delbosq with Scranado II, musical horse.

The Flying Wards, with Eastern at the close of the '48 season, are returning with three men and a woman. Billy Barton, flashy young aerialist who was transferred to the Western Unit last season after Don Dorsey fell, will be back with Eastern.

Shifting from the Western Unit to the Eastern are Chai and Somay, Chinese acrobats; Ernie Wiswell, funny Ford; Dwight Moore's dogs, and the Mustafas duo.

Animal features being retained are Mabel Stark's tigers, Cheerful Gardner with the Polack elephants, and Rudy Docky's basketball boxer dogs. Also staying on are Adriana and Charley, trampoline; the Lopez Trio, casting, and the Borza Kids, three in number instead of two.

Clowns returning are Gene Randow Jr., Dime Wilson with his falling tables, Kinko with his miniature automobile, and Jack Klippel. Ed Raymond and Harry Dann will join clown alley from the Western Unit, the latter with Arden Beecher, a midget, who will work with him.

Henry Kyes, last season with Cole Bros., is the Eastern Unit's new musical director. Nate Lewis will continue as equestrian director and announcer. The rest of the staff will remain the same.

Playing Theater Dates

Animal acts from the Eastern Unit, including Mabel Stark's tigers, the elephants and the Black Horse Troupe, together with clowns and some ground acts, are playing a string of theater dates in New York State during the holiday layoff.

Two interim dates have also been booked for early January in Olean and Elmira, N. Y., where the program will be pretty much the same as carried by the Eastern Unit in '48.

Eastern's regular 1949 season will be launched January 16 at Saginaw, Mich., followed by Flint—two dates previously played by the Western Unit. A. E. (Buck) Waltrip is handling Saginaw and Clarence Badger, Flint.

Western will open the new season January 24 at Hammond, Ind., and

(See Polack, Robinson on page 74)

Tuffy, the Lion, Dies

FRESNO, Calif., Dec. 18. — King Tuffy, the lion used by Gertrude and Bob Matthews, died here this week in the Fresno Zoo. Animal was 19 years old and was donated to the zoo two years ago when the animal was retired. Tuffy was billed as the "only wire walking lion."

Hoxie Bros. Org Opens Winter Tour

GREENVILLE, Fla., Dec. 18.—Hoxie Bros.' Trained Animal Circus opened its winter tour here. Org is owned by Hoxie Tucker, Miami. Show has a 50-foot round top with three 30-foot middles, two rings and a steel arena.

Acts include Capt. Eddie Kuhns, lions, pumas and bears; Robert Noell's five gorillas; Cody and Cody, ropers, whips, knife and their educated borse, Patches; Tiny Smith's Funny Ford, and Marguerite Barton's Liberty and high school horses, mules, dogs and ponies. Zeke Lamont is producing clown.

Al Cody is official announcer; Eddie Kuhns, superintendent of animals; Bob Noells, Side Show manager; George Barton, equestrian director, and Charles Rupp, advance agent.

Visitors have included Mr. and Mrs. J. W. Roach, Mr. and Mrs. M. E. Etting, Mr. and Mrs. Thomas Lane, Mr. and Mrs. Eddie Mellon, Al Harris, JiJm Salter, and Mrs. Betty Tucker and daughter.

Bouglione in Paris Arena for Winter

PARIS, Dec. 18. — The Bouglione Bros.' Circus has wound up its season under canvas and swung into its winter indoor season at the big Cirque d'Hiver arena in Paris.

Opening bill is rather weak, featuring run-of-the-mill animal and clown acts, with top billing going to Willy Stevenson and his group of mixed animals and the clown duos, Pipo and Rhum and Rolph and Zavatta.

Also on the program are the Valley Trio, novelty aerial act, and the Bouglione Liberty and high school horses.

Indoor season also is under way at the Cirque Medrano, with current bill featuring Bela Kremo, juggler, and the Tong Brothers, Chinese acrobats.

Fem Trainer Rescued When Leashed Lion Attacks Her

EAST LONDON, South Africa, Dec. 18.—Ray Walker, fem lion trainer, ran into trouble recently when a lion she was handling in a street parade turned on her. She managed to chain the animal to a lamp-post but it required the assistance of three men to release her from the lion's grip.

Despite the fact that she was bleeding profusely, Miss Walker calmed the lion and bundled it into a taxi and rode back to the circus lot with it in time to go on with her act.

Mrs. Jack Klippel Dies

CHICAGO, Dec. 18. — Mrs. Hazel Lucas Klippel, 62, wife of Jack Klippel, clown with Polack Bros.' Eastern Circus Unit, died at her home here Saturday (4) of heart disease. Surviving are her husband and a daughter, Babette McFarland, known professionally as Sunny O'Dea. Funeral services were held Wednesday (8) at Bentley's Funeral Parlor, Chicago, and burial was in Arnold's Park, Ia. Mrs. Klippel formerly was in burlesque and at one time had her own act known as Hazel Heston's Ginger Girls.

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YOUNG FEMALE INDIAN ELEPHANTS
Three shipments within the next 60 days at East Coast Ports.
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For Sale--For Sale--For Sale
Circus Sideshow complete, consisting of one GMC Truck, good running condition; one 20x30 Top, sidewall, stakes and poles, like new; one Record Player, P.A. Set, two Horns, Banner Line, Banners and Ticket Box (circus style); one Black Bear, gentle, anyone can handle; two Fox Terrier Dogs, doing barrel rolling act; one High-Diving Dog; all animals have props. One very small Bucking Mule, weight about 350 lbs., best in the business; one Freak Calf, female, three years old, very good attraction. Must sell to settle estate; $1,050.00. All replies to
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WANTED IMMEDIATELY
AERIAL BAR PERFORMERS
For 35 weeks definitely contracted. Season beginning middle January, including all Hamid-Morton indoor circus dates in '49. Stuart Roberts, Alex Brock, others, wire.
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ELASTIC NET OPERA HOSE
Black Suntan and White $4.85. Elastic Net Tights, $7.50. Rhinestones and Settings. Metal Spangles, all sizes and colors. Chainette Fringes. Other Items. Folder? Yes.
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5 Male Rhesus, 1 Female Rhesus, 2 Male African Green, 1 Male Bonham. All healthy monkeys, aged 3-6 years. First $225.00 takes all.
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Wintering at Edison, Georgia—Getting Ready for Early Opening
Need All New Department Heads; Changing Entire Personnel.
WANT—Superintendent, Boss Canvasmen, Ticket Sellers, Family Act doing 2 or more, Girls for Aerial Ballet, Seat Man Sail Maker, man to Paint up the Show, experienced man with car for Schools and taking care of Mail Outs—real deal Concert Attraction; Walter Hohn wants experienced Butchers, 2 more Billposters than can drive a truck and keep sober, Side Show Manager, Side Show Acts Want to hear from Jig Band for Side Show, Girl to Ride Menage and Work Stock, Workingmen in all departments Remember Rogers Bros' 41 weeks in 1947? Never missed a pay day or cut a salary. Good Cook House, new Sleeping Trailers.
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HELP WANTED
Cannon Act, Second Man, Flyer, experience not essential. Open February 14th. 40 weeks. No drunks.
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Plymouth, Wis.

UNDER THE MARQUEE

After closing the season with King Bros. in Laredo, Tex., Mr. and Mrs. Jack Bell returned to their home in Lexington, Ky., to spend the holidays with their daughter, Sally. Bell will have the band on Biller Bros. next season.

Kinker of the old school is one who can remember that standing in a marquee at matinee come-out time, to see if any of the town belles remembered him, always brought a $5 line.

James Hoye, one of about 25 Hartford, Conn., area members of the Circus Fans' Association of America, has made 12 lectures during the past two months, with the money going to circus performers who are ill or otherwise in need. Hoye has about 2,500 slides, which he began taking back in 1941, as well as considerable motion picture film taken on various shows.

Just when the guy in charge of quarters thinks he has everything under control, the boss's wife writes to find out how her canary, left in a private car or house trailer, is getting along.

Fred Morris, reputed to have been the oldest of British circus advance agents, died in the Fulham (England) Hospital November 2. Besides having been advance agent for most of the top circuses of England, Morris worked with the Barnum & Bailey Circus and the William Cody (Buffalo Bill) Wild West Show during their European tours and also handled advance for the Cirque Pinder in France. He worked part of past season with the Lord George Sanger Circus.

Any good canvas boss can think fast on his feet but isn't given any credit for it by those who can't think while sitting down.

Col. Harry Thomas went to Peru, Ind., to spend a week-end with Gene Weeks, former concession manager of Cole Bros. While there he visited the old circus farm and also the quarters occupied by Terrell Jacobs. . . . Mr. and Mrs. Walter Jennier and Buddy are resting in Peru, Ind., before starting in again on the Davenport dates at the International Circus in the Chicago Coliseum.

First of May gets a reputation as a dope, because he fails to remember that the trunk lettered "M. D." goes to the men's dressing room and not to the doctor's top.

Happy Kellems, clown with Dailey Bros. this past season, worked his act in a Mobile, Ala., department store during the pre-holiday period. . . . Jack Disch, known professionally as Corrigan the Clown Cop, attended the outdoor convention and International Livestock Show in Chicago recently. . . . The Lanes, formerly with Rogers Bros., are working picture shows in Alabama. . . . Tommy Kaye and Bob Hankee were recent visitors at the winter quarters of the Pan American World Wide Animal Exhibit. . . . Jim and Mary Stutz left for their home in Mount Pleasant, Ia., but will return to the Pan American quarters after the holidays. . . . The Bob Gosters, formerly with the Pan American org, have returned to their home in Liberty, Ky., where they have opened a mug joint.

Frustration is what a performer feels after spending 10 years to perfect a feat and then learns that nobody cares.

A special custom-built scale model of the Ringling-Barnum Circus when it used a six-pole top has been constructed and delivered by George H. Barlow III, of Binghamton, N. Y., to the Museum of the American Circus located on the Sarasota estate of the late John Ringling. The paraphernalia, in production since last June, includes the big top with menagerie, Side Show, ticket wagons, concession tops and 19 circus wagons. The idea, staging and lighting, was conceived by A. E. Austin, director of the Ringling art museum.

New bulls recently arrived from India are being trained at Hunt Bros.' Circus winter quarters in Bordentown, N. J. Other Hunt elephants are booked into the holiday show at the 34th Street Armory New York, which preems Christmas Day. . . . Joe Rossi, band leader of Dailey Bros., who had been visiting his mother in Philadelphia, has returned to winter quarters at Gonzales, Tex. En route, he stopped over in Cincinnati and called at *The Billboard* offices December 9. Rossi had 16 men in his band.

Not yet born is the press agent who can describe a girl aerialist's act to her satisfaction.

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Grand National Again Wins WFA Publicity-Adv. Award

By Dean Owens

SAN JOSE, Calif., Dec. 18.—Awards for advertising-publicity, publicity-photo, premium book and showmanship were announced by C. B. (Jack) Afflerbaugh, president of Western Fairs Association at the close of the organization's 26th annual convention here (6-10). A permanent publicity advertising kudo in the large fair division went to the Grand National Livestock Show, San Francisco, for having won two consecutive years. A similar award in the small fairs class went to Carl Mills, of the Calaveras County Fair, Angels Camp.

Breakdown in awards for excellence in the advertising-publicity contest for large fairs included Fresno District Fair, Fresno; Los Angeles County Fair, Pomona; Santa Clara County Fair, San Jose; California State Fair, Sacramento.

Merit awards in the same contest for large fairs went to San Joaquin County Fair, Stockton; Central Washington Fair, Yakima, Wash.

Others Honored

Small fairs awards for excellence were handed out to San Mateo County Fiesta, San Mateo; Colusa County Harvest Festival, Colusa; Kern County Fair & Livestock Show, Bakersfield; Humboldt County Fair, Ferndale; Yolo County Fair, Woodland; Nevada County Fair, Grass Valley; Stanislaus District Fair, Turlock; Mother Lode Fair, Sonora; Merced County Fair, Merced.

Awards for merit in the contest for small fairs went to Napa County Fair & Horse Show, Calistoga; Farmers' Fair & Festival, Hemet; Riverside County Fair & National Date Festival, Indio; Mariposa County Fair, Mariposa; Santa Cruz County Fair, Watsonville.

In the publicity-photo contest the awards for excellence for large fairs were garnered by Santa Clara County Fair; Grand National Livestock Exposition; Central Washington Fair; Los Angeles County Fair.

Get Merit Awards

Merit awards in the large fairs class went to California State Fair; Utah State Fair, Salt Lake City; Fresno District Fair; Western Washington Fair, Puyallup, Wash.

Small fairs awards for excellence

(See Grand National on page 74)

Luptow 3d Highest IMCA Driver, Final Pt. Standings Show

DAVENPORT, Ia., Dec. 18.—Frank Luptow, Tampa, finished as the third highest driver in the 1948 point standings of the International Motor Contest Association, the final tabulation released here this week by Frank Harris, IMCA secretary, disclosed. Luptow scored 3,060 points, with Bert Hellmueller, Louisville, fourth with 2,505.

Earlier, Emory Collins, Le Mars, Ia., and Deb Snyder, Kent, O., had been assured of first and second positions, respectively. Collins' final total was 4,195 and Snyder's was 3,460.

The complete IMCA point standings follow:

Emory Collins, LeMars, Ia., 4195; Deb Snyder, Kent, O., 3460; Frank Luptow, Tampa, 3060; Bert Hellmueller, Louisville, 2505; Ben Musick, Dallas, 2095; Lyle Christie, Detroit, 1945; Eddie Adams, Tampa, 1530, Billy Snyder, Minneapolis, 1485; Rabbit Musick, Dallas, 1445; Bob Grim, Indianapolis, 1430; Russ Lee, Robbinsdale, Minn., 1350, George Binnie, Kansas City, Mo., 1320; Wally Stokes, Gates Mills, O., 1225; Al Ketter, Saftey Harbor, Fla., 1200; A. 1. Fleming Jr., Richmond, 1165; Phil Mocca, St. Louis, 1075; Robert B. Johnson, Ruskin, Fla., 975; Claire Cotter, Austin, Minn., 970; Bill Larimer, St. Petersburg, Fla., 925, and Cecil King, Brandon, Fla., 615.

Jimmis Wilburn, Indianapolis, 780; Ernie Johnson, Christine, N. D., 775; Wayne Wright, Quincy, Ill., 770; Melvin Rutherford, Whiting, Ind., 750; Harry King, Safety Harbor, Fla., 715; Geo. E. Swangler, Grand Forks, N. D., 700; Alfred L. Funderburk, Tampa, 695; Roy Prosser, Sun Valley, Calif., 600; Bill Hooper, Decatur, Ill., 590; Wayne Wynn, Tampa, 590; Chuck Rice, Jackson, Mich., 545; Guy Lindsay, LaBelle, Mo., 540; V. D. Morelock, Macon, Ga., 535; Fred W. Tegtmeier, Elgin, Ill., 535; R. Van Emmerick, Drayton Ploins, Mich., 500; Ray Yauger, Austin, Minn., 490; Pele Folse, Tampa, 460; Bill Hoff, Minneapolis, 465; Emil Reutmann, Zephyrsville, Fla., 460, and Don Carr, Jackson, Mich., 395.

C. N. Frame, Hessvillr, Ind., 320; Pat Cunningham, St. Joseph, Mo., 295; Bill McGee, Zanesville, O., 290; Allan Redmond, Tampa, 280; George Tichenor, Logansport, Ind., 270; Jack L. Martin, Chicago, 250; Bud West, St. Paul, 250; Hershell Buchanan, Shreveport, 240; Kid Schipman, Tampa, 240; W. D. Patterson, Wellman, Ia., 230; John Harper, Chicago, 215; C. H. Ebsen, Springville, Ia., 190; Dick White, North Hollywood, Calif., 175; John R. Joy, Quincy, Ill., 160; Frenchie Fournier, Anoka, Minn., 145; Ronald E. Bohlender, Des Moines, 140; Ingevar Erickson, Gurnee, Ill., 135; Harold Ketter, Utica, Ill., 135; Ralph Moore, Austin, Minn., 135, and P. A. Bacon, Oklahoma City, 130.

Gene Aldridge, Fort Branch, Ind., 120; Wayne Allison, Minneapolis, 115; Vern Bradley, Rock Island, Ill., 110; Jimmie James, Miami, 110; Roy Blinstrup, Rock Island, Ill., 105; Harold A. Stark, Sauk Rapids, Minn., 105;

(See Luptow 3d High on page 76)

Fiesta Climaxes WFA Conclave

SAN JOSE, Calif., Dec. 18.—Curtain for the 26th annual Western Fairs Association convention here (6-10) was rung down with the All-Fairs Fiesta at the Hawaiian Gardens, which was taken over by the association for the final night festivities. Tickets, which went for $6 apiece, included a steak dinner and two drinks at the bar. An estimated 400 attended the affair.

Acts working the event for the benefit of fair reps included Miller and Jean, Johnny Romero, Helen Sue Goldy and Company, Tony Karloff, Joe and Eddy Dayton, the Billy Morrell Trio, Chris and Baker, Ma and Pa Hogan, Vern Martelle, Louis and Cherie and the Three Cycleonians. Booking offices furnishing the talent were Joe Bren, Monte Brookes Attractions, Eddie Burk Attractions and John Billsbury Agency.

Novelties were furnished by M. Whitey Monette, of Monette & Gordon, San Francisco.

Most WFA Annuals Set Dates for 1949 At San Jose Confab

SAN JOSE, Calif., Dec. 18.—A list of tentative fair dates for 1949 was issued by the Western Fairs Association at the conclusion of its 26th annual convention here (6-10). Dates include:

Riverside County Fair and National Date Festival, Indio, February 18-22; California Mid-Winter Fair, Imperial, February 26-March 6; Salinas Valley Fair, King City, April 21-24; California Spring Garden Show, Oakland, April 26-May 1; Merced County Spring Fair, Los Banos, April 28-May 1; Chowchilla Junior Fair, Chowchilla, May 5-8; Solano District Fair, Dixon, May 6-8, and Calaveras County Fair & Jumping Frog Jubilee, Angeles Camp, May 13-15.

Third District Fair, Chico, May 19-22; Mother Lode Fair, Sonora, May 27-30; Los Angeles National Horse Show, Los Angeles, May 31-June 5; Livermore Rodeo, Livermore, June 11-12; California Rodeo, Horse Fair & Stock Show, Salinas, June 16-19; Solano County Fair, Vallejo, June 16-26; Ninth District Agricultural Fair, Eureka, June 24-26; San Diego County Fair, Del Mar, June 24-July 4; Alameda County Fair, Pleasanton, June 28-July 9; Napa County Fair and Horse Show, Calistoga, July 2-4; Santa Barbara Fair & Horse Show, Santa Barbara, July 12-17; Sacramento County Fair & Horse Show, Galt, July 15-23; Santa Barbara County Fair, Santa Maria, July 20-24; Fourth District Fair, Petaluma, July 21-24; Stanislaus District Fair, Turlock, August 8-13, and Humboldt County Fair, Ferndale, August 9-14.

San Mateo County Fair, San Mateo, August 10-20; 25th District Napa County Fair, Napa, August 11-14; Plumas County Fair, Quincy, August 19-21; Del Norte County Fair, Crescent City, August 19-21; Yolo County Fair, Woodland, August 19-21; 12th District Fair, Ukia, August 18-21; San Joaquin County Fair, Stock-

(See WFA Fairs Set Dates, page 76)

N. J. Fairs Sked Special Meeting

TRENTON, N. J., Dec. 18.—A special meeting of the New Jersey Association of Agricultural Fairs will be held here January 28 in conjunction with the State's observance of Agricultural Week. Annual meetings of the association are usually held in June.

A. W. Lombard, manager of the union agricultural meeting, Worcester, Mass., and director of the agricultural department of the Great Barrington (Mass.) Fair, will be guest speaker. A luncheon will be served.

Willard H. Allen, secretary of agriculture, and his associate, William C. Lynn, who also serves as secretary of the association, are arranging the program. Lloyd B. Westcott, head of the Flemington Fair, is president.

Elect Hindley WFA President

SAN JOSE, Calif., Dec. 18.—Dr. Joseph N. D. Hindley, secretary-manager of the Humboldt County Fair, Ferndale, was named president of the Western Fairs Association, Inc., in the closing hours of the second annual Fairman's Fair, which closed here Friday after a five-day run. He succeeds C. B. (Jack) Afflerbaugh, president-manager of the Los Angeles County Fair, Pomona.

J. H. McMurray, Western Washington Fair, Puyallup; Tom Dodge, Fresno County Fair; Link Peckinpah, Plumas County Fair, Quincy, and Nic Huddleston, Sacramento, were named directors. McMurray, Dodge and Peckinpah were re-elected.

With Paul Mannen, new secretary-manager of the San Diego County Fair, Del Mar, officiating, reports were heard from the various California area meetings. Norvell Gillespie, of San Mateo County Fair, urged that a study be made of exhibit fees so that they could be standardized. W. C. Woxberg, of Merced, went on record as favoring greater use of fairgrounds for community projects and as being against the organization of new fairs in areas in which such events had already been established. Carl T. Mills, of Angels Camp, home of the Jumping Frog Jubilee, asked for action to eliminate passes and urged that canvas concerns and fire marshals reach an agreement on flameproofing requirements.

Afflerbaugh was presented with a double pen desk set as a token of esteem for his work as WFA president. Dick Washburne, who resigned as publicity director, was given luggage as a mark of appreciation.

Lethbridge Sets July 27-29, Opening W. Canada B Circuit

LETHBRIDGE, Alta., Dec. 18. — Lethbridge and District Exhibition and Rodeo will be the first of the Class B fairs in Western Canada in 1949. Dates have been officially set as July 27-29.

Extensive repairs have been made to roads and buildings on the grounds. All roads have been graded and drainage systems have been installed. The midway area, parking and grandstand enclosure and area around the main buildings have been built up. Paint will be added to the buildings in the spring.

The Gus Sun agency will provide platform attractions on the B circuit.

E. T. Smith, Borden Exec, Named to Mich. Fair Board

DETROIT, Dec. 18. — Edwin T. Smith, public relations director of the Borden Company here, recently was named a member of the Michigan State Fair Board of Managers by Gov. Kim Sigler.

He succeeds the late Lynn Gardiner.

Area Chairman Hailed as Vital To WFA Plans

SAN JOSE, Calif., Dec. 18.—The increasing importance of area chairmen in the operation of the Western Fairs Association was given emphasis at the annual convention of that organization here last week. William S. Randall, secretary-manager of the Colusa County Harvest Festival and chairman of the area groups, termed the work done by chairmen as "vital to the existence of the whole fair program."

General chairman of the convention was Russell Pettit, manager of the Santa Clara County Fair. Other chairmen and their committees included Secretary Carl Garrison, Grand National Livestock Exposition, all fairs fiesta; Secretary-Treasurer Walter A. Knolhoff, Lodi Grape and Wine Festival, appeals and grievances; Secretary-Manager W. C. Woxberg, Merced County Fair, "Ask Me"; Secretary-Manager D. V. Stewart, California Imperial Mid-Winter Fair, constitution and by-laws; William S. Randall, date committee; Director C. L. Peckinpah, Plumas County Fair, dues-membership; Secretary - Man-

(See Area Chairman on page 76)

Two Louisiana Firms Pay Cash Awards to Youngsters

SHREVEPORT, La., Dec. 18. — Caddo Parish winners in the junior classes of the Louisiana State Fair will receive additional cash prizes equal to 50 per cent of the amounts paid them by the Louisiana State Fair Association. The extra prizes, paid jointly by United Gas Pipe Line Company and Union Producing Company, were placed in the mail Wednesday (1).

Neal Dry, parish agent, and Mattie Mae English, home demonstration agent, will distribute the awards from the United Gas companies to approximately 75 boys and girls.

In addition to awarding extra prizes to junior class winners in the State fair, United Gas conducts a State-wide 4-H club junior leadership program and contest, offering more than 260 free trips to the National 4-H Club Congress in Chicago, the National 4-H Club in Washington, D. C., and a State leadership training camp at Pollock, La.

J. A. Valentine Re-Elected Prexy of Mineola Annual

MINEOLA, L. I., Dec. 18.—J. Alfred Valentine was re-elected president of the Mineola Fair at a recent meeting of the board of directors. Harold Van Sise was elected vice-president; Samuel S. Underhill, secretary, and Raymond G. Fish, treasurer. The last three offices had been filled only temporarily after the deaths of Fred D. Baldwin and Benjamin W. Downing.

William T. Lowden and Harold H. Simonson who had been elected directors temporarily, were designated to hold office until 1951. Charles Joseph and Charles Hewlet were elected for similar terms. The board authorized Valentine to seek new amusement attractions for 1949.

The 1949 dates are September 13 thru 17.

Southwest Iowa Circuit Sets Dates of '49 Events

CLARINDA, Ia., Dec. 18. — The Southwestern Iowa County Fair Circuit has set the dates for its '49 fairs. They are Bedford, July 25-30; Corning, Aug. 1-5; Clarinda, Aug. 3-5; Malvern, Aug. 9-12; Mount Ayr, Aug. 16-20, and Greenfield, Aug. 22-25.

The All-American Shows have been contracted to supply the midway attractions at each fair.

Gals' Dormitory At Des Moines To Cost 392G

DES MOINES, Dec. 18.—Iowa State Fair board has awarded contracts for construction of a new 4-H girls dormitory on the State fairgrounds to provide quarters for 500 girls. Construction will get under way next spring with the building to be ready for use in 1950.

Total costs of the building will be $392,521. A low bid of $378,000 was offered nearly a year ago, but the first bid was rejected because it was considered too high. Since the fair realized a profit of more than $100,000 from its 1948 operation, it was able to go ahead and award the bids.

The building will be of steel and monolithic concrete and will be located east of the women's and children's building. It will be u-shaped. An unusual feature will be a two-story lounge with a balcony.

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Meetings of Fair Assns.

Indiana Association of County and District Fairs, Claypool Hotel, Indianapolis, January 3-4. William H Clark. Franklin, secretary

Wisconsin Association of Fairs, Pfister Hotel, Milwaukee, January 5-6. Douglas J. Curran, Black River Falls. secretary.

Kentucky Association of Fairs, Brown Hotel, Louisville. January 6-7 L. (Doc) Cassidy, Louisville; acting secretary.

Kansas Fairs Association, Jayhawk Hotel, Topeka, January 11-12. R M. Sawhill, Glasco, secretary.

Association of Tennessee Fairs, Noel Hotel. Nashville, January 11-12. Henry W Beaudoin, Memphis, secretary.

Ohio Fair Managers' Association Deshler-Wallick Hotel. Columbus January 12-13. Mrs. Don A Derick Bellefontaine, secretary

Missouri Association of Fairs and Agricultural Exhibitions, January 13-14 Missouri Hotel, Jefferson City. Rolln E. Singleton secretary.

Minnesota Federation of Fairs, January 13-15, Lowry Hotel, St. Paul Allen Dorn, Grand Rapids, secretary.

Michigan Association of Fairs, Fort Shelby Hotel. Detroit, January 16-18 Harry B. Kelley, Hillsdale, secretary.

Georgia Association of Agricultural Fairs, Richmond Hotel, Augusta, Ga., January 17. I. V. Hulme, Elberton, secretary.

Western Canada Association of Exhibitions, Fort Garry Hotel, Winnipeg. Man., January 17-19. Mrs. Letta Walsh, Saskatoon, Sask., secretary.

South Carolina Association of Fairs, Hotel Columbia, Columbia, January 19. Tom Craig, Spartanburg, secretary.

North Dakota Association of Fairs, Clarence Parker Hotel, Minot, N. D., January 21-22. Dr. G. A. Ottinger, Jameslown, secretary.

Oregon Fairs' Association, Imperial Hotel, Portland, January 6-8. H. H. Chundgren, Canby, president.

Massachusetts Agricultural Fairs Association, Parker House, Boston, January 23-24. Robert P. Trask, Boston. secretary-treasurer

Illinois Association of Agricultural Fairs, St. Nicholas Hotel, Springfield, January 23-25. C. C. Hunter, Taylorville, secretary-treasurer.

Rocky Mountain Association of Fairs, January 23-25, Northern Hotel, Billings, Mont. J. M. Suckstorff, Sidney Mont., secretary.

Virginia Association of Fairs, Hotel John Marshall, Richmond, January 24-25. C. B. Ralston, Staunton, secretary.

Nebraska Association of Fair Managers, Hotel Cornhusker, Lincoln, January 24-25. H. C. McClellan, secretary, Arlington. Neb.

Mississippi Association of Fairs and Livestock Shows, Robert E. Lee Hotel, Jackson, February 4-5.

Pennsylvania State Association of County Fairs, January 26-28, Penn Harris Hotel, Harrisburg. Charles W. Swoyer, Reading, secretary.

Texas Association of Fairs, Expositions and Rodeos, Baker Hotel, Dallas, January 27-29.

Arkansas Fair Managers' Association, Marion Hotel, Little Rock, January 31-February 2. Clyde E. Byrd, secretary, Little Rock.

New York State Association of Agricultural Fair Societies, Hotel Ten Eyck, Albany, February 7-8. James A. Carey, State Office Building, Albany, secretary.

North Carolina State Fair Association, Sir Walter Hotel, Raleigh, January 21. Dr. A. H. Fleming. Louisburg, secretary.

Secretaries of State associations are urged to send in their convention dates.

Mason Annual's Control to County Bd. of Supervisors

MASON, Mich., Dec. 18.—Supervisors of Ingham County gained virtual control over the county fair at an election held to change by-laws for the fair organization.

Members of the Ingham County Agricultural Society, which operates the fair, voted to reduce their board of directors from about 30 to 10 members. Control of the board was gained by the supervisors when six of their representatives were elected directors, plus four other members at large.

Supervisors elected are all members of the supervisors' county fair committee. They are Wilfrid Jewett, chairman of the board of supervisors; Clarence Puffenberger, Onondaga; Charles Hayden, Earl Coller and Rina Dell, Lansing, and C. O. Wilkins, Haslett. Other directors elected were Otto Hertig, Holt, president of the Agricultural Society; Harry Freshour, Mason; S. A. Laxton, Mason, and Ord Price, Stockbridge.

Broeder Assiniboia Prexy

ASSINIBOIA, Sask., Dec. 18.—J. H. Broeder was re-elected president of Assiniboia Agricultural Society. Other officers are: Vice-presidents, Edwin Lumb and Mrs. J. H. Broeder, and secretary, Walter McMorine. The society ended its year with a balance of $100 and will get a government grant of $250. It was decided to hold a two-day fair in July.

George Connor Re-Elected

MOSSBANK, Sask., Dec. 18. — George Connor was re-elected president of Lake Johnston-Sutton Agricultural Society. Archie Waddell is secretary-treasurer. It was decided to hold a fair next fall and engage a carnival.

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Midwest Expo Hikes Strength

•

Acquires four rides, inks new shows for '49—winter quarters work under way

•

ORANGE, Tex., Dec. 18.—Midwestern Exposition will go out in '49 with vastly increased earning power, it was disclosed by Owner Ted Woodward upon his return here to the shows' winter quarters from the Chicago outdoor conventions.

A new Merry-Go-Round, two new kiddie rides (boat and hand-car), and a used Tilt-a-Whirl were purchased during the Chicago confab, Woodward revealed. He also disclosed that he had contracted for several other new features.

Inks Several Shows

Chief among these are Art Spencer's lion Motordrome, Cavalcade's Side Show, which is to have a 150-foot banner line: Milo Anthony's Monkey Circus and the Fearless Gregg cannon act, the latter as a free act. In line with the new attractions, all new special paper will be introduced, Woodward said.

Back in from a long booking tour, Octavio Pedrero Jr. said that the shows' route is practically set. Due to span 36 weeks, it will open February 14. Pedrero plans to leave soon on a 10-day vacation to his Tampa home.

Owner Woodward and his wife, Winona, plan to spend the Christmas holidays in Yuma, Ariz., and to return by way of California and old Mexico.

Begin Work Early

Work at winter quarters already is under way. Ideal weather has permitted outdoor operations, with Lloyd Waldrip supervising.

Bill Hartmann and Sonny, mechanics, are due in soon. Mickey Rankine, new press-promotion man, also is expected to be an early arrival.

Art Spencer and his wife, Frances, who will have their Motordrome on the show in '49, currently are on an Eastern tour which will take them to Florida. A new circus cage wagon for their lions is to be built in quarters by H. Singletary.

The holiday spirit already is in the air at quarters, as a 14-foot lighted Christmas tree has been set up.

Cetlin & Wilson Lands Ga. State

MACON, Ga., Dec. 18.—At a meeting of the Georgia State Fair board here yesterday, the Cetlin & Wilson Shows were awarded the contract to furnish the midway for the State annual in 1949, the dates of which have been fixed as October 17-22. The Endy Bros.' Shows played the Georgia State Fair this year.

This will mark Cetlin & Wilson's first appearance at the Georgia annual. The shows will come to the State fair here from the Piedmont Interstate Fair at Spartanburg, S. C. Representing Cetlin & Wilson at the fair board session were R. C. McCarter, general agent, and Izzy Cetlin, co-owner. The only other carnival org on deck to make a bid for the Georgia annual was the Johnny J. Jones Exposition, represented by Ralph Lockett and Buddy Paddock.

New officers of the Georgia State Fair board elected at this week's session were J. C. Moore, president; Randolph Gober, vice-president; Homer Herdman, secretary-treasurer; E. Ross Jordan, manager, and Otis Hughes, Dick Dillard, Joe Pruitt, Allen Sanders, Bob Penland, George Adams, Bill Regan and Tommy Parker, directors.

PCSA Members Up With $1,500 To Pay Off One of Club's Debts

LOS ANGELES, Dec. 18.—Highlight of the annual three-day events of the Pacific Coast Showmen's Association (PCSA) climaxed by the banquet and ball, was the raising of $1,500 among those attending Past President's night at the clubrooms (13). The amount was owed by the club to an unnamed member who had advanced money to the organization some time ago. Money-raising drive was spearheaded by Mike Krekos, of West Coast Shows.

The $1,500, raised in less than half an hour, was donated by Mike Krekos, Earl Douglas, Everett W. (George) Coe, Clyde Gooding, James Schue, Ted Levitt, Louis Leos, Mike Doolan, J. Ed. Brown, Joe Mettler, Elmer Hanscom, Rex Boyd, Al Weber, Hunter Farmer, Tom MacDow, Ben Beno, Joe Steinberg, Harry Taylor, Hap Young, Larry Ferris, Jack Glassman, Jack Christiensen, Paul Trent, T. V. Newland, Hort Campbell, Charles Crouse, Fred Haines, Rudy Jacoby, Dan Dix, Ed Kennedy, Harry Myers, Norman (Dutch) Schue, Ben Stone, Milton Freeze, Tom Crosby, S. L. Cronin, Bud Douglas, Doc Gilligan, Matt Herman, Sammy Dolman, Dave Morris, Victor Johnson, Tony Spring, Dave Friedenheim, Bob Downie, Max Hillman, Sam Coomas, Spec Parsons, Candy Moore, Bill Scott, Harry Rawlins, Blacky Ford, Doc Zeiger, M. M. Buckley, Harold Moak, Harry Hargraves, Jake Vinnick and Wayne Endicott.

William Scott Visits

The meeting was presided over by President Coe with Vice-Presidents Joe Krug, Earl Douglas; Chaplain Jack Hughes, Treasurer Al Weber and Executive Secretary Al Flint on the rostrum. Guest was William Scott, of the Wirth Shows in Australia, who came to the States to visit Hap Young and Elmer Hanscom.

A standing vote was given Chaplain Hughes for his work on the memorial service. Al Weber, of the sick and relief committee, reported that Phillip Walker, Jack Bush, Ed Smithson and Pat Ryan were hospitalized.

George Lauerman brought in $50 from Lusse brothers, Chicago, to be used for the building fund.

Two new members were up for initiation, William Scott and T. V. Newland, the latter being sponsored by J. Ed. Brown and Everett W. Coe.

(See PCSA Members Up on page 65)

Murray Amusement Opens April 16 in Bloomington, Ill.

BLOOMINGTON, Ill., Dec. 18.—Murray Amusement Company, which winters here, will open the 1949 season here April 16, on a new lot eight blocks from the heart of the city.

Ken Murray, owner-manager, said his No. 1 unit will be United Liberty Shows, with the No. 1 unit going under the banner of Murray Amusement Company. Both units will be combined for the early spring dates.

Murray during the outdoor convention in Chicago purchased a Roll-o-Plane and a Whip, which brings to eight the number of office-owned rides. Murray contemplates the purchase of two more rides before the spring opening.

Nat Ozmon Jr. will take over the duties of assistant manager as he completes his season at the Palace Theater, Buffalo.

Gyp Brennan is in charge of quarters here. Don Berry, ride superintendent, reports that most of the rides have been overhauled. Bob McPherson is working on new fronts for four shows.

Mrs. Elia Schimnowski attended the Chicago convention with her son-in-law and daughter, Mr. and Mrs. Phil Nelson. She has contracted her bingo and six other concessions. Nat Ozmon Sr. purchased a new Derby game in Chicago.

Beck Joins Bob Parker Organization for 1949

CLEVELAND, Dec. 18.—Al C. Beck, for the past two seasons assistant manager and secretary of the Joseph J. Kirkwood Shows, will be associated with Bob K. Parker in an executive capacity in 1949.

Beck made the announcement at his home here before he and his wife left Wednesday (15) for Miami. He said he will join Parker January 1.

Record Turnout Of Show Folk At WFA Session

SAN JOSE, Calif., Dec. 18. — Greatest representation of showmen and concessionaires in the 26-year history of the Western Fairs Association was noted here during the organization's annual convention (6-10). Showmen included Mike Krekos, Louis Leos, George Coe, and Ted Levitt, of West Coast Shows; Larry and Rose Ferris, of Ferris Greater Shows; M. E. Arthur and Charles Camp, Imperial Exposition Shows, Inc.; L. G. Chapman and R. E. Foultz, Foley & Burk Shows; Bob and Betty Schoonover, Lee Brandon, California Shows; O. N. Crafts, Frank Warren Jr., Roger Warren, Crafts 20 Big Shows and Crafts Exposition Shows; Mrs. Margaret McCloskey and Charley Walpert, Centennial Greater Shows, and Harry Polish Fisher, Golden West Shows.

Bookers included Eddie and Marie Burke, of Eddie Burke Attractions; Joe Bren, of the Joe Bren Agency; John Billsbury, Theatrical Attractions; Monte and Sheldon Brooks, of Monte Brooks Attractions; Bert Nelson, Abel & Nelson; Phil Whiting, Adrian Awan, Celebrations, Inc.; Bert Levey and Earle Caldwell, of Bert Levey Circuit.

Most Western novelty dealers and concessionaires were represented, including M. (Whitey) and Doris Monette, of Monette & Gordon; Harry Taylor, Joe Krug, Earl Clark, Lyle and Vernon Cook, Theron Fox, Alex Freedman, Edmond Gay, Jimmy Lynch, K. A. Larson and Raymond Treanor.

Others noted were Art Craner, Mr. and Mrs. Bill Hobday; George French, of the Frank Hrubetz Company; Bill and Bette Gerard, Three B Puppeteers; Cecil Jones, of Harry Rowell's Rodeos; Hank Christensen, Christensen Rodeo Contractors; Jack Lewis, (Cy Perkins); Si Otis; Wyatt Shepherd, Kiddie Frolic Company; Alex Thorburn Jr. and George Tierney, of Floats, Inc., and George Wright, of the Fritter Frank Corporation.

Geo. Harms Named Concession Manager Of Jack Perry Org

CAMDEN, S. C., Dec. 18.—George Harms, formerly with Cetlin & Wilson Shows, will be concession manager on the Jack J. Perry Shows in '49, Owner Jack J. Perry announced at show quarters here. Harms will come here soon after January 1 to build new concessions.

Three tractors and trailers were delivered recently. Plan calls for the org to move on 20 trucks, intead of 15 as it did this year. The show also figures to have 10 major rides during still dates and more for fairs

Ben Braunstein, assistant manager, and Perry have made several trips north since close of the season to check on 1949 dates.

Brownie the clown again will be with the show as official greeter. A free act also will be carried, Perry said.

Brandon To G. A. California Org

•

Switches after eight years with Crafts—to place kid ride, Tilt-a-Whirl on unit

•

LOS ANGELES, Dec. 18.—W. Lee Brandon, for the past eight years general agent of Crafts Enterprises, operators of Crafts 20 Big Shows and Crafts Exposition Shows, has resigned that post to join California Shows, headed by Bob Schoonover.

Brandon was with Foley & Burk Shows for 12 years, serving six years as secretary-treasurer and the remainder as assistant manager. Upon leaving F&B, he went with Orville N. Crafts as general agent.

With California Shows, Brandon will handle the general assignment in addition to placing a Tilt-a-Whirl and several kiddie rides with the Schoonover unit. Addition of the Tilt-a-Whirl brings the major rides with the shows to seven.

Deal between Schoonover and Brandon jelled when Ted Levitt resigned to go with the West Coast Shows as agent and also a member of the corporation.

Schoonover told *The Billboard* that the acquisition of Brandon fitted into his plans for expanding the shows' physical set-up as well as playing territory.

Prior to Brandon's joining California Shows a move was on foot with Levitt to lease the Frank Babcock Shows. The deal fell thru when both signed with different shows.

Little Rock Kids And Adults Mourn Death of Mr. Alex

LITTLE ROCK, Dec. 18.—Mr. Alex is dead.

The kindly operator of the kiddie auto ride at Fair Park here died Tuesday night (7) of a heart attack.

Mr. Alex wasn't his right name. His name was A. C. (Alex) Grasnik, but Mr. Alex was ever so much easier to pronounce and remember.

For three years, ever since Tom Fussell, owner of Fussell's United Shows, had placed him in charge of the kidde ride, Mr. Alex had endeared himself to the moppets.

Mr. and Mrs. Alex had been quite happy up until his illness. They had felt quit snug in their trailer, spotted close to the ride. And they had come to regard Tom Fussell as a member of the family.

"Addie, stick with Tom," were the last words of Mr. Alex to his wife. Those words conveyed both consideration for his wife and appreciation of his employer.

His death saddened this community, where hundreds knew him. And, many point out, still more will miss him when they fail to see the kindly old gentleman operate the kiddie ride.

A long-time trouper, Mr. Alex had been with many shows, among them the John McClelland Shows, Gooding Amusements and the Hauck Shows.

Funeral services were held Thursday (9), with burial in Roseland Memorial Park here. Pallbearers were Frank Stone, Frank Wood, Mayo Williams, George Ward, Charlie McCammon and Jack Shannon.

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or anyone knowing his whereabouts, please contact me immediately. Very important.

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c/o The Billboard Cincinnati 22, O.

DICK O'BRIEN, for 12 years manager of the James E. Strates Shows, again has been contracted in that capacity for next season, it was announced at the recent outdoor meeting in Chicago. O'Brien is rounding out his 51st year in outdoor show business, having been manager and owner of varied attractions during that period. In the past he has served as manager with the John Francis Railroad Shows, Islar Greater and Dodson's World's Fair Shows.. After operating the Famous O'Brien Minstrels, a two-car show, for a number of seasons, he built his own carnival, which operated successfully thru the South and Middle West.

Denton Builds New Ice Show At Atlanta Winter Quarters

ATLANTA, Dec. 18.—Johnny Denton, owner of the Johnny J. Denton Shows, is building a new ice show at Lakewood Park here. Denton has all of his carnival equipment stored at the park, where he is building three new fronts on 30-foot trailers.

W. H. (Bill) Allen is in charge of winter quarters.

Donahue Drowning Victim

ST. LOUIS, Dec. 18.—Jerry Donahue, slat season secretary to Jack Korie, Side Show operator, was drowned in the swim pool at the El Morador Hotel, Acapulco, Mexico, December 9. Donahue and Korie were vacationing there. Korie operated a Side Show and two other attractions the past season at various State fairs where Ray Marsh Brydon provided the midway attractions.

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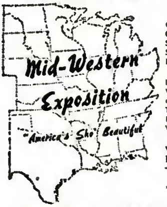

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To All Show People and Friends

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MIDWAY CONFAB

Esther Felke and son, George, both of whom work the hoop-la stand at Riverview Park during the summer, card from their home in Tampa, 3801 Palmira, that they are enjoying the Florida sun.

Convention week is the time of the year when a staff member, as a reward for being with it and for it, gets a chance to have his name and title in three colors in an ad.

Mr. and Mrs. Roscoe T. Wade, owners of Joyland Midway Attractions, were due home in Detroit last week from a six-week motor tour to the Pacific Northwest and California. Elsie Brizendine letters from Seattle that she is spending a few weeks there with her mother. She plans to be with Raynell's Girl Show again next season on the Cetlin & Wilson Shows.

Before going to the altar with a ballet gal, one should first hear how the little dear sounds after carrying chairs on a rainy night.

Bill Naylor, press agent for the Cavalcade of Amusements, left Chicago Monday (13) for Detroit, where he was to be joined by his son, Fred, before going to Philadelphia and from there to Buffalo for the holidays. . . . Leo Smith reports good fishing at Orange, Tex., and fellow personnel of the Midwestern Exposition bear him out. They've been eating his catches. Daily callers at the shows' Orange winter quarters are Dr. and Mrs. Schofield, carnival and circus enthusiasts

BUCK McCLANAHAN, ride operator with Rogers' Greater Shows, shows a string of beauties which he snagged on a recent piscatorial expedition at Aransas Pass, Tex., where he and Mrs. McClanahan are storing up the sunshine this winter

Only the old grouch insists that times were better at meetings when showmen were too short to make high bids, and fair managers were afraid that the show that had enough dough to put up the deposit wouldn't bid.

Charles T. Goss, ride and funhouse operator on Hennies Bros.' Shows, is recovering in Missouri Baptist Hospital, St. Louis, from a major operation he underwent there December 8. He expects to be released from the hospital about January 1. Mrs. Goss is living in St. Louis and is at his bedside each day. . . . Mrs. Ben Braunstein, wife of the assistant manager of the Jack J. Perry Shows, plans to join her husband in Miami for the holidays. Following the shows' close, she had gone to New York for a check-up that disclosed her illness was not as serious as feared. Her husband recently made a flying trip from the South to visit her.

Vincent Kuropatwa, former painter and purchasing agent on Crafts Exposition Shows and *The Billboard* sales agent on the same org for the past two years, passed his physical examination prior to induction into the armed services while vacationing at his home in Shamokin, Pa. He expects to be inducted about January 15. . . . Raymond (Bob) Parker is in Mercy Hospital, Mt. Vernon, O., with a broken back and would like to read letters from friends. . . . Mickey Percell cards from Crooksville, O., that he, Niles Hurst, Jenny Curtis and Joe Twinspeed are doing a little promoting around that town. . . . Tex Sutherland, ride foreman and boss canvasman with the Johnny J. Jones Exposition, is wintering in DeLand, Fla., shows' winter quarters.

Old-timers could take governors' canes, and thus they were spared the indignity of running.

Dan Moore, well known concessionaire, narrowly escaped death Thursday (9) when he fell asleep at the wheel of his new car while returning to St. Augustine, Fla., where he is associated with a zoo. Moore sustained a broken leg and internal injuries. . . . Rosa Lee Woods, armless girl, is ill in Parrott's Memorial Hospital, Kinston, N. C. She expects to be released about December 26 and would like to read letters from friends. . . . Gean Nadreau, for many years Side Show operator and talker with a number of carnivals and last season with the Ringling-Barnum circus, is wintering in Charlotte, N. C., with his grandchildren. He closed with the Big One in Miami. . . . Joseph Lehr pens from Philadelphia that William Hagelman and Billy Boxer are wintering at Hagelman's home in Jensen Beach, Fla. Hagelman's agent, F. W. Shlam, is wintering at Lancaster, Pa.

When managers visit another circus they're not so interested in the performance as they are in what the show costs per day.

Mr. and Mrs. Ben Weiss planned to leave Mayo Brothers' clinic, Rochester, Minn., December 21 for their Miami home. Before going to Rochester Benny booked a bingo game with Dodson's Imperial Shows, and announced that he will operate that unit. He also has booked a bingo on Hennies Bros.' Shows. In addition, he has booked bingos and other concessions at these fairs: Middletown, N. Y.; Center Hall, Reading, Allentown, York and Bloomsburg, all in Pennsylvania; Trenton, N. J.; Danbury, Conn.; Spartanburg, S. C., Macon, Ga., and Orangeburg, S. C. . . . Mrs. Dave (Sally) Stevens, wife of Dave Stevens, prominent concessionaire, is ill in Nix Hospital, San Antonio. . . . Allen Erlacher, operator of a candy butcher shop for several decades as an independent concessionaire thruout the Midwest, has retired from active business and plans to remain at his Detroit home. He is 68 years old.

"Conferred" is a dignified word meaning that a couple of jackpotters met in a hotel lobby.

Visitors to the Shrine Carnival at Mobile, Ala., December 9-11, included Monroe and Mac Hogue, Harry W. Lamon, J. L. Millsapp, Elmore Yates, Al Wagner, Eddie Lippman, J. R. Robinson and Walter B. Fox. Rides, shows and some concessions were furnished by Joseph E. Karr, and Al P. Hill was in charge of the midway. Wagner, who is a member of the Shrine there, participated in the annual parade, as did Police Commissioner Bull Connors, of Birmingham. . . . Tom M. Allen, last season on staff of Cavalcade of Amusements, writes from DeLand, Fla., that he is taking life easy there this winter. . . . Frank W. Peppers, who is operating a small winter unit in Louisiana,

W. G. WADE SHOWS
Now Contracting for 1949 Season
RIDES—SHOWS—CONCESSIONS
CAN PLACE
ROLL-O-PLANE
for Entire Season
Starting Detroit, First of March
G. P. O. Box 1488
Detroit 31, Michigan

FOR SALE
MOTOR DROME EQUIPMENT
9 Motorcycles, also tractor and trailer, all in A-1 condition, ready to go.
ETHEL DARLINGTON
P. O. BOX 11, RATTLESNAKE, FLA.
Phone: Tampa, Fla. W-4651

FOR SALE
1947 Spitfire with 2-ton 1940 G.M.C. tractor and 28-ft. NABORS trailer. Ride and transportation A-1 condition and ready to go. Also have 32-ft. Parker 2-abreast Merry-Go-Round and 24-seat Chairplane, with or without good transportation.
Write or wire.
H. H. THORNTON
c/o Police Dept., Houston, Texas

Merriam's Midway Shows
Want for 1949 Season
Photos, Fish Pond, Jewelry, Age, Scales. No Gypsies or Percentage. Fun House, Mechanical or any legitimate Shows. For Sale or Trade—Jones Chairoplane and Semi.
ALVA MERRIAM
Ogden, Iowa

WORLD OF PLEASURE SHOWS
Now contracting for 1949 season
Rides—Shows—Concessions
Open in April—vicinity of Detroit
JOHN QUINN, Manager
3550 Cass Ave. Detroit 1, Mich.

CARBONS FOR 60" SEARCHLIGHTS
Type 1, manufactured by National Carbon Co. Excellent condition. 25 sets to metal container; factory packed 20 containers to wood case.
F. O. B. Ogden, Utah, case lots, per container $4
R. M. B. CORP. 1506 E. First Street Los Angeles 33, Calif.

WILL BOOK
Following Concessions with Carnival playing New Jersey, New York or New England: Addem-Up Darts—cut with office; Pea Pool Table—cut with office, and one Hanky Pank, flat rate. Pat Hanlon and Cliff Mullins, write.
MAX EICHHOLZ
1227 Oroes Ave. New York 37, N. Y.

BLUE GRASS SHOWS
Now Booking
SHOWS — RIDES
CONCESSIONS
For 1949 Season
ADDRESS: BOX 621, OWENSBORO, KY.

HELP WANTED
Sober Agents for P.C. and Stock Stores; prefer man and wife.
WINTER SCUFFLE AMUSEMENTS
Mer Rouge, La., until Dec. 26

WANT TO BOOK
The following Concessions: Ball Games, Duck or Fish Pond, Bowling Alley, String Game, Photo, Palmistry, Hoop-La.
MIKE ZIEGLER
Rodman Hotel Philadelphia, Pa.

FOR SALE—ADULT CHAIRPLANE
1947 Ourner, like new, 18-ft. Tower, 24-seat, Iron Fence, $1,000.00 cash.
S. J. SCHANTZ
Route 10, Box 278, Ferguson, Mo.

LESLIE'S TRAILER PARTS AND ACCESSORIES
Complete line of Trailer Parts and Accessories available at all times. Mail orders our specialty. Shipments made within 24 hours to all points in the U. S. A. Write for free catalog.
1920 Stewart Ave., S. W., on Highway 41 going south, Atlanta, Georgia. Fairfax 2626.

cards from St. Martinsville, La., that he will be out until after the holidays and that business is good whenever the weatherman is in a friendly mood. . . . Mr. and Mrs. Carroll Bush, cookhouse operators with Buffalo Shows the last two seasons are wintering in Sumter, S. C., where Bush is build...g equipment during the lay-off months.

Belly sticks are faithful to concession agents, but considering who they put their faith in—not smart.

Cupcake and Starr Woronuk are wintering in Willits, Calif., where the former is doing electrical maintenance work at a local plywood mill. They originally planned to remain off the road next season but Starr says the urge is too strong and they will be back with it again in the spring. . . . Mr. and Mrs. Michlls and Mr. and Mrs. Jim Moran are wintering at Aransas Pass, Tex. The Michils will spend the holidays in Des Moines, however, while the Morans spend Christmas in Mexico. . James Heron's Wild Life and Animal Oddities Exhibit is playing dates in Arizona. During the engagement at Nogales, Heron went to Mexico to purchase a number of animals and birds to augment his attraction. Heron said that his contemplated tour of Mexico this winter has fallen thru. . . . Jay C. (Toby) Mason, who concluded his 38th year in show business when he closed in Albany, Ga., with Endy Bros.' Shows, is wintering in Miami, where he's employed by an electrical construction firm. Mason handled the front gate for Endy the past season.

PCSA Members Up With $1,500 To Pay Off D bt

(Continued from page

Initiation of Newland was handled by Chaplain Hughes and Brown.

Steinberg Heads Committee

Joe Steinberg was named chairman of the New Year's Eve Party and told to pick his own committee.

Members taking bows when called upon by President Coe included Harry Myers, Ivan Gilligan, Doc Gilligan, Rex Boyd, George Surtees, Ted Levitt, Harold Moak, Joe Minter, Tony Spring, Jim Schultz, Joe Exler, Harry Phillips, Harry Rawlins, Danny Callahan, Dave Morris, Fred Schaeffer, Ford Munger Jr., and Larry Ferris.

Feature of the evening was the presentation of past presidents including Mike Krekos,. Harry Hargraves, S. L. Cronin, Ted LeFors and J. Ed. Brown. Past President Bill Hobday, unable to attend the meeting, contributed $50 toward the building fund. A moment of silence in the darkened clubrooms was observed by members for the departed past presidents of the organization.

350 Attend Ball

The annual banquet and ball, Tuesday (14), drew an estimated 350 at $10 a plate. Those at the speakers' table included President Coe; Eddie Burke, incoming president of Show Folks of America; Whitey Monette, outgoing president; John Lorman, representing Showmen's League of America; Al Weber, Al Flint, Earl Douglas, Joe Krug, C. E. (Candy) Moore, Chaplain Jack Hughes and Emsee Joe Olgardt.

Wires were received from H. O. Davis, Nathan Cohn, Harry Polish Fisher, Marge and Harry Chipman, Showmen's League of America, Regular Associated Troupers, Edward L. Mann and Showfolks of America.

A show arranged by Chairman C. H. (Fat) Allton and Walter Trask included Whitey Roberts, emsee; Douglas Rankin Dancers, Dick and Dinah, Jade Rhodora, Vaughn and Wright, and Ben Yost Vikings. Music was furnished by Nat Young and his band.

Several hundred were present at the memorial services at Showmen's Rest, Evergreen Cemetery, Sunday (12). Officiating was Chaplain Jack Hughes, with invocation by the Rev. J. Whitcomb Brougher Jr. Placing of the gold star was done by Hunter Farmer in the absence of Charlie Walpert. Others participating were President Coe, Rosa Sheranlan, Floy Smith, and the Karoun Tootikian Dance Group. Madge Buckley, president of the Ladies' Auxiliary, was unable to join President Coe in laying the wreaths due to the sudden illness of her mother.

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Figure your taxes in a few seconds. Will amaze you how simple. Any sum to thirty thousand. Send 25¢ coin, one will be mailed you. I have for past ten years prepared tax returns for many showmen; send your data with copy of last year's return if possible. Will prepare your return at a very reasonable fee. You can remit when you receive the return in duplicate. Tax Calculator compiled, published by

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Celebrations and Other Dates for 1949

Have opening for Sideshow, Minstrel Show, Cook House and high class Concessions. Capable Foreman and Second Man—all Rides. Address:

LAWRENCE GREATER SHOWS
Suite 71, 333 W. 57th St., New York, N. Y., or Winter Quarters: P. O. Box 1921, Savannah, Georgia.

PARKER 8 SEAT FERRIS WHEEL
FOR SALE

MAJOR RIDE. New cable, Eli clutch unit, good power unit, 5-ft. shorter than on Eli #5 and in A-1 shape, $4,000.00 or best reasonable offer. Also '37 Dodge truck, new Chrysler motor—5,000 miles, good tires—4 new, loaded at present with Wheel, $800.00 or best offer. Selling because of other business connections and dissolved partnership.

ERNIE'S MIDWAY ATTRACTIONS
15 E. Lake Ave. Blasdell, N. Y.

POPCORN • PEANUTS • SUPPLIES

TOP-POP Hybrid Popcorn Is Backed by a Money Back Guarantee!
Finest Quality Roasted Peanuts—Attractive Circus Bags

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5 sizes boxes, cones, bags, snow cones, floss papers, colors, napkins, spoons, ready-to-use flavors, apple sticks.

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Immediate Delivery Star Poppers. Midway Marvel Candy Floss Machines—all-rubber shock-mounted. Stay ahead with Sno-King Ice Shavers—capacity 500 lbs. per hour. Used Popcorn and Peanut Machines bought and sold.

SERVING YOU FROM COAST TO COAST

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ANCHOR TENTS

CARNIVAL TENTS SHIPPED WITHIN
5 DAYS
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SLIGHTLY MORE TIME REQUIRED FOR SHOW TENTS
WIDE SELECTION OF MATERIALS AND TRIM

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WORLD OF PLEASURE SHOWS
MICHIGAN'S FINEST MIDWAY

12 RIDES — 8 SHOWS — 60 CONCESSIONS

WANT—Fun House, Animal, Iron Lung, Glass House, Mechanical City (Joe Teska, write), Wild Life, Motor Drome (Curly Sayres, write), Fat Show, Midget, and other worth while attractions.

CAN PLACE—Merchandise Concessions of all kinds. Especially want Clean Cookhouse that can cater to Show People. Good territory for well framed Penny Arcade.

WE WILL OPEN IN APRIL NEAR DETROIT, AND PLAY OUR USUAL ROUTE OF INDUSTRIAL CITIES IN MICHIGAN, OHIO AND INDIANA.

JOHN QUINN, *Manager*
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WILLIAM T. COLLINS SHOWS
WANT WANT

FOR THE BEST ROUTE OF FAIRS IN THE MIDDLE NORTHWEST, STARTING THE MIDDLE OF JUNE. Winter Quarters open Feb. 15.

WANT—Builders, Carpenters; Painters that can letter and do scenic work; Welder and Mechanic, Tower and Front Man; also Electrician that can handle 15 Rides, 10 Shows and 50 Concessions. Billposter Wanted. Also Louis Engelheim, answer.

RIDE HELP—For all Rides, Foremen and Second Men that can drive semi trucks and have Chauffeur's License.

SHOWS—Side Show that has own equipment and transportation, or will frame Side Show for any reliable Showman. Mickey Mansion, Glenn Porter, Jake (Sealo) Aughtmon, Carl Lauther, Frank Zorda, get in touch with me.

WANT—Girl Show Operator that has at least 4 Girls. Millie Burlingson, Roxanne Lee, contact me at once. Will book or frame any worth while attraction for reliable Showmen. Have opening for a few Hanky Panks. Address:

WM. T. COLLINS, Manager
406 Erie St., St. Paul, Minn.

ORGANS
NEW USED

ORGANS, NEW—We will have ready for spring delivery several new organs.
ORGANS, USED—We will have five good used organs for sale—Completely reconditioned.
REPLACEMENT PARTS—We can supply new replacement parts for your present organ.
Will those men who talked with me at NAAPPB convention about organ repairing, write.

J. H. GIBBS
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Want—MOTORDROME OPERATOR—Want

WE HAVE MOTORDROME. WANT CAPABLE OPERATOR WHO HAS PLENTY OF FIRST CLASS MACHINES AND EQUIPMENT, ALSO RIDERS, FOR ONE OF THE FINEST ROUTES FOR 1949.

Apply

HENNIES BROS.' SHOWS
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I WANT TO THANK

ALL PERSONNEL AND FRIENDS ON THE JOHNNY J. JONES SHOW FOR MY SUCCESSFUL SEASONS AND PLEASANT RELATIONSHIP IN THE PAST, AND WANT ALL TO KNOW I HAVE CONTRACTED TO BE WITH THE WORLD OF TODAY SHOWS FOR THE COMING SEASON IN THE CAPACITY OF CONCESSION MANAGER. WOULD APPRECIATE HEARING FROM ALL MY FRIENDS AND ALL OLD AGENTS FROM WORLD OF TODAY IN REFERENCE TO POSITIONS FOR COMING SEASON.

ART FRAZER
WORLD OF TODAY SHOWS
BOX 782, MUSKOGEE, OKLA.
TREES TRAILER CAMP
TAMPA, FLA. (UNTIL JAN. 1)
Then Trailer City, Hot Springs, Ark.

WANT FOR 1949

All kinds of Legitimate Concessions: Shooting Galleries, Long and Short Range, Penny Arcade, Cat Racks, Milk Bottles, Cane Rack, Knife Rack, Photos, Dart Stores, Glass Pitch, Teddy Bear Pitch, Bowling Alley, Novelties, small clean Cook House, Apples and Floss, Taffy and Potatoes, Mitt Camp, Scales and Age, etc., etc. Will carry one of a kind; must be legitimate.

Want to hear from party with two nice Kiddie Rides; Charles Baldwin, write. Good opening for one Flat Ride.

Can place Help for new Wheel, new Herschell Merry-Go-Round, Chairplane. No Foremen needed.

Want Side Show, Animal, Glass, Illusion, Fat Show, Mechanical City, Big Snake, Fun House, Monkey Show. Special opening for Drome in maiden territory. This Exposition opens middle of March in Carolina and plays West Virginia, Ohio, Indiana and Michigan, and long season South. Wonderful opportunity for Legitimate Amusements.

SECRETARIES and COMMITTEEMEN: Write now for open time.

Want Union Billposter; prefer party that can handle 24-hour details. All people I know, write. Everybody address:

JAMES H. DREW SHOWS

404 HIGHLAND AVE. Phone: 1365-M SHELBY, N. C.

DODSON'S IMPERIAL SHOWS

WANT FOR 1949 SEASON—OPENING BIRMINGHAM, ALA., MAY 2 WANT

Will book any Major Riding Device that does not conflict with what we have.

Would like to book first class Monkey Show or any Show of Merit operated by capable Showman.

Can place a limited number of Hanky Pank Concessions that work for stock.

OUR WINTER QUARTERS WILL OPEN IN COLUMBUS, GA., FIRST OF MARCH.

Can use at that time: Builders, Painters, etc. Train Help, Ride Help and Working Men in all departments, write. Want first class Lot Man that can do some building and lay out lot. Working Man that have worked for me before, get in touch with me at once.

ALL ADDRESS:

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GOLDEN WEST SHOWS

★ "THE Best IN THE WEST" ★

NOW BOOKING FOR 1949

RIDES — SHOWS — CONCESSIONS

Contact NOW for 1949 Season—EVERYTHING OPEN

WANT TO BUY

TILT-A-WHIRL ★ OCTOPUS ★ TRAIN RIDE ★ FLAT RIDES

CONTACT

HARRY POLISH FISHER

1865 OAK STREET SAN FRANCISCO, CALIF.

Announces the opening of the Florida season, Jan. 31, 1949

Now booking Concessions of all kinds. Want Penny Arcade, Wild Life. We are interested in any new or novel ideas. Want Electrician—one who understands Diesels. Help in all departments. Want Motor Drome for Florida season. Palmer, answer. All answer:

SAMUEL E. PRELL, 216 Custer Ave., Newark, N. J.

PASCO COUNTY FAIR

JANUARY 19 TO 22, INCLUSIVE, DADE CITY, FLORIDA.

Sunshine Shows hold exclusive contracts to furnish all Shows, Rides and Concessions.

RIDES—Can place Wheel, Octopus or Fly-o-Plane. SHOWS—Can place Jig Show, Monkey Show, Fun House and String Show. CONCESSIONS—Want American Palmistry, French Fries, Candy Apples, Candy Floss, Pop Corn, Ice Cream, Bingo, Age and Scales, Long and Short Range Gallery, Novelties, Straight Sales and Hanky Panks. Have a few more spots coming up later. All mail and wires to

SAM HOLMAN, Owner
8105 E. CHELSA ST., TAMPA, FLORIDA

OR

CECIL C. RICE, Gen. Mgr.
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NEW OWNERSHIP *NEW MANAGEMENT*

HAPPY HOLIDAY SHOW

8 RIDES—OFFICE OWNED—4 SHOWS. COMMITTEES—MICHIGAN, OHIO, INDIANA.

Have One Open Week in July and One Week in August.

Can use capable Men for Snake and Illusion Shows. Can use Man and Wife for Posing and Girl Show. Ride Help that drive semis. People with us last year, write now.

RAY WILLIAMS, OWNER — H. GLEN HOCKETT, GEN'L MGR. — JACK RATERINK, SECY.

BERNEY SMUCKLER WANTS

For lot across from Greyhound bus depot, in heart of Mobile, the center of the parade district, also the 9-day Mardi Gras Celebration. This is all-year-round location, morning, afternoon and nights. Lot is well illuminated. Will give you steady patronage. Have space for well-presented, capably manned Iron Lung; Novelty Photograph using costumes and stuffed animals, making large and small pictures. Will get money. Concessions already booked, doing good business. Address:

P. O. BOX 392, MOBILE, ALA.

CLUB ACTIVITIES

National Showmen's Association

154 Broadway, New York

NEW YORK, Dec. 18.—President Frank Bergen, who has been ill in the Alexian Brothers' Hospital in Chicago, has recovered and will leave for his home in Richmond, Va., shortly. Mack Harris, who has been ill at his home in Asbury Park, N. J., has been transferred to the Mount Sinai Hospital, in New York, for treatment. Barney Walker has returned to his home in the Bronx after treatment at Mount Sinai Hospital. Morris Sommers, A. J. Merrill and Harry Krasnow, all of whom recently underwent operations, have recovered and are once more in circulation. Mike Prudent and several members of his family are recovering from poison attacks brought on thru mistaking toadstools for mushrooms.

Four deaths in the past few days have saddened club members. Abe Wolfe died in Boston, Henry Tarbes in Miami, and Kirby Hunt in Toronto. All were members of long standing. The mother of Vice-President Ralph Decker died at her home in Poughkeepsie, N. Y.

The veterans' committee, under the directorship of Jack Lichter, is preparing gift packages for disabled vets in various hospitals. Alex Janpol, Sam Rothstein, Fred Murray and Al Shriner are assisting in the job.

George Johnson's back from Boston where he attended funeral of Abe Wolfe. Max Miller, Ross Manning and Louis Kronenberg have left for Miami. Max Gruberg's commuting between New York and Miami, where he is interested in developing a kiddie park. Other recent visitors to the clubrooms were Issy Trebish, Phil Isser, Al Horowitz, Daddy Simmons, Joe Trosey, Jackie Owens, Lloyd Priddy, Sol Wahnish, Joe Goodman, Max Hummel, Johnny J. Kline, Harry Yeslovsky, Nathan Tash, Hicky Katz, Thomas Keefe, Abe Rapps, Moe Elk, Herman Cohen, Dr. Cohen, Max Hofman Eli Guralski and John McCormick.

Meetings are held the second and fourth Wednesday of each month. Next meeting December 22. Dues are due. Merry Christmas and Happy New Year to all.

Caravans, Inc.

P. O. Box 1902, Chicago

CHICAGO, Dec. 18. — A large gathering was on hand for the first meeting conducted by the new officers, Pat Seery, president; Billie Lou Foreman, first vice-president; Mae Oakes, second vice-president; Isabelle Brantman, third vice-president; Irene Coffeey, financial secretary, and Clair Sopenar, treasurer. Past President Jeanette Wall acted as installing officer. Bessie Mossman read the invocation.

Correspondence, read by Josephine Glickman, was received from Minnie Simmonds, Mary Foster, Grace Parks, Yvonne Ferrari, Alma Baylis and Dorothy Packtman Goldberg.

Sick list included Ann Prager and Mrs. Catrombone, both of whom are hospitalized. A paid-up membership card will be sent Joicy Williams Gray, former club mother, who has been ill for many months.

Stella Sigsworth announces the arrival of her first granddaughter, Georgette Stipipa, born November 29.

Members were sorry to hear of the death of Hazel Lucas, a former member.

Pacific Coast Showmen's Association

1235 S. Hope Street, Los Angeles 16

Ladies' Auxiliary

Meeting Monday (13) was called to order by President Madge Buckley. It being election night, 107 members and eight guests were present. Officers for 1949 are Mary Taylor, president; Lille Schue, first vice-president; Opal Manley, second vice-president; Doris Douglas, third vice-president. Edith Hargrave, secretary, and Peggy M. Forstall, treasurer.

President Buckley invited Virginia Kline, Evagilio Krekos, Josephine Leos, Helen Newland and Ruth Wilkerson to the rostrum.

Bank-night award went to Jane Butler, a guest. Door prizes, donated by President Buckley, Sally Flint and Marie Tait, were won by Peggy Steinberg, Isabelle Meyers and Peggy M. Forstall. Lee Strum won the doll and Sam Abbott the linen doily.

Morosa Herman announced the installation dinner will be held in the clubrooms January 3 at 7:30 p.m.

Friday night bingo games have been discontinued until after the first of the year.

Guests included Vera Downie, Alfreda Barnes, Merle Wenzel, Pa i Cooke, Jane Butler, Jeanette Walkoff, Francis Barnet, Ruth Wilkerson and Mrs. Muchet.

Called on for short talks were Virginia Kline, Evagilio Krekos, Ethel Ebal, Bobby Douglas, Marie Levitt, Margaret Farmer, Josephine Leos, Cleo Trotter, Peggy Boyd, Estelle Hanscom, Goldie Beads, Violet Exler, Helen Newland and Ruth Wilkerson.

The meeting Monday night (27) will be birthday and welcome new members night.

Michigan Showmen's Association

3153 Cass Avenue, Detroit

DETROIT, Dec. 18.—Harry Stahl, president, presided at the December 13 meeting. Also on the rostrum were Ben Morrison, first vice-president; Louis Rosenthal, treasurer; Bernhard Robbins, secretary, and Jack Dickstein, past president.

Communications from Al Roachman, Floyd Gooding and John Mulder were read. Charles Heim, Harry Erdman, Gerald Gordon and Eddie Gold are on the sick list.

William H. Green, Charles Zemater and Bert Berry were elected into membership.

Max Kahn and Ben Morrison, co-chairmen, are completing extensive plans for the New Year's Eve party, to be held at the Eastwood Park Ballroom. Mickey Woolf's nine-piece ork has been booked and an elaborate floorshow is being planned.

Members were saddened to learn of the death of Henry Tarbes.

For Sale—1946 Spitfire

A-1 condition, with 1946 factory Trailer, complete, $4,500.00 cash, or will trade on small Merry-Go-Round. Can be seen here. Contact:

CHARLES G. PANACEK

Trailer Village, Trailer E-18, 11850 Nebraska Ave., Tampa, Fla.

PHONE MEN

Steady, Labor, Year Round Work.

Old Friends Contact

CHARLIE WATTS

25 Herkimer Street Bridgeport, Conn.

BULLOCK AMUSEMENT COMPANY

Extends Christmas Greetings To All

NOW BOOKING FOR SEASON 1949

OPEN MIDWAY . . . NOTHING SOLD BUT COOKHOUSE

J. S. BULLOCK

WINTERQUARTERS, R. #1, BOX 29, CHARLOTTE, N. C.

AOW Speed Events Take Top Spot as Box-Office Hypo

ELIZABETH. N. J., Dec. 18.—Altho inter-rink racing in the America on Wheels chain produced a 40 per cent gain in business in 1947 over the preceding year, the program continues to show healthy gains at the box office and is currently the biggest revenue producer among competitive skating programs for the chain, according to Jack Edwards. AOW chairman of racing activities.

Latest unit in the chain to hit the jackpot via racing is Capitol Arena, Trenton, N. J., which established a Saturday night house record December 4 when it hosted other speed clubs of the chain and box-office receipts doubled the previous high for a Saturday. In the circuit of rinks, Mount Vernon (N. Y.) Arena leads the field in box-office results from racing.

So many figure and free-style

(See AOW Speed Events on page 76)

Skate Dance Series Starts at E. P'kway

BROOKLYN, Dec. 18.—A 14-step contest, the first in a new skate dance series at Eastern Parkway Rollerdrome, was conducted November 18 and attracted 72 contestants (36 teams) as well as approximately 150 extra customers.

Scheduled to run on Thursday nights for eight weeks, the event is open to all registered RSROA amateurs in the metropolitan New York area. Trophies and medals will be awarded at the end of the series to the three highest-scoring teams.

Results of the opener follow:

1. Roy and Eleanor Reynolds, Wal-Cliffe Rink, Elmont, L. I.; 2. Joe Bebery and Trudy Losser, Wal-Cliffe; 3. Robert Thorne and Lorraine Lawson, Wal-Cliffe.

There was no competition on Thanksgiving Day.

The First Best Skate

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School Tie-Up for Skating Set by Callahan's Rollery

WATSONVILLE, Calif., Dec. 18.—A roller skating program for young people under the supervision of the city recreation director will be offered in Anthony Callahan's Auditorium Roller Rink here, it was announced recently by Jim Fontana, city recreation director.

The announcement followed a meeting held in the office of Superintendent of Schools L. L. Jones for the purpose of co-ordinating the program with the athletic schedule and student events of the high school.

Elementary school students will skate each Friday from 3:30 to 5:30 p.m. during school weeks and from 2 to 5 p.m. when a holiday falls on Friday. Teen-agers will skate Fridays. from 7 to 10 p.m., but only when the skating program does not clash with scheduled high school activities such as dances, athletic events, etc. In each case there will be a small charge for use of skates.

All teen-agers who wish to join the roller skating club which will receive instruction in figure skating by a professional are required to register

(See Callahan's Rollery on page 76)

Coopersmith Puts Out Thanksgiving Feed for Orphans

CHESTER, Pa., Dec. 18.—Thanksgiving Day was an occasion for much rejoicing for some 300 orphaned and underprivileged children of Chester and Delaware County who were guests at a turkey banquet and entertainment program offered in Great Leopard Roller Rink here by Jack W. Coopersmith, president of the rink and of Great Leopard Super Markets. At the close of the party Coopersmith announced that the children would be brought back for a Christmas party.

During the dinner the children

(See Coopersmith Puts on page 76)

N. Y. SRSTA Mulls Garden Roller Show

NEW YORK, Dec. 18.—The regular monthly meeting of the metropolitan chapter of the Society of Roller Skating Teachers of America (SRSTA) was conducted Thursday (2) at Gay Blades Rollerdrome here.

Most startling proposal of the conclave was made by Roland Cioni, manager and coach at Brooklyn's Park Circle Rink, that the skaters underwrite a giant RSROA show in Madison Square Garden. Cioni stated that this could easily be done by having each member of a cast of 1,000 invest $10 in the production. A return would be made to them when expenses had been deducted from box-office receipts. No action was taken on the Cioni suggestion.

The professionals agreed that their plan for inter-rink skate dance competition, previously sidetracked by operators, should be resubmitted to them.

Difficulties of presenting roller skating shows, usually on small, slippery surfaces, for television were also discussed.

Rawson Closes Laboratory

ASBURY PARK, N. J., Dec. 18.—Perry B. Rawson closed his skating laboratory here recently after a successful and busy season. The lab reopening is scheduled for April 1. Rawson urges that appointments for the spring session be made early.

Sellout Show for Rainbow

BERGENFIELD, N. J., Dec. 18.—Every seat in the house, some 750 of them, was occupied for *Variety Skating Revue* annual amateur show presented at Rainbow Rink November 30 and December 1. Rink Instructor Vic Shankey directed the 90-minute production.

Cap Sefferino Exits Drome

CINCINNATI, Dec. 18. — C. V. (Cap) Sefferino has announced his resignation as assistant manager of Sefferino's Rollerdrome here. Sefferino said he plans a vacation until after the holidays before looking for another position.

Outlook Better For Cut in Tax

WASHINGTON, Dec. 18.—Possibility that the federal tax on admissions to rinks, along with other show business excises, will be lowered or eliminated entirely was enhanced this week as Treasury Secretary John Snyder agreed to meet with State and local authorities with a view toward leaving such excise levies to States and cities.

Prior to Snyder's move, the American Municipal Association—a body of mayors and other local officials—voted to urge Congress to revise the excise tax structure so as to turn

(See Outlook Better on page 76)

Steelman Has 12G Fire Loss

CHARLES CITY, Ia., Dec. 18.—The roller rink operated by Forest Steelman here was destroyed by fire recently. Steelman estimated the loss at $12,000. The building, 100 by 60 feet, was purchased by Steelman a year ago. He also operates a rink at Waverly, Ia.

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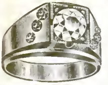

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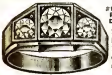

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BARGAINS — 16MM. SOUND AND SILENT film, miscellaneous, as is, 1c per foot. Bargains in Sound and Silent Features, Shorts, Reels, Cans, Belts, Lenses, Screens at low prices. Huge selection of Projectors and Cameras. Trades accepted. Films and equipment bought. Ask for lists. Mogull's, 68 W. 48th St., N.Y. 19, N.Y.

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ATTRACTIVE 100 8½x11 LETTERHEADS and 6¾ Envelopes. Hammermill Bond, four lines copy, $2 postpaid. Samples. Dickover Printing, 5233 Cleveland, Kansas City 4, Mo. fe12

BUSINESS CARDS, 1,000 FOR $5.—LETTERheads, Envelopes, etc. Circular free; Diehl, 112 Alice St., Sunbury, Pa. ja8

BUSINESS CARDS—1,000, $3.50; Embossed, $4, postpaid. Free sample. Keystone Sales, 634 Yorkshire, Houston 9, Tex. ja1

CHRISTMAS CARD CALENDARS, IMPRINTED with name and business. $4.00 per 100. Free samples. Ace Press, Clearwater, Fla. ja8

SHOW PRINTING—BUSINESS CARDS, PASSES, Letterheads, Envelopes, Contracts. Write for samples and prices Century Advertising Service, 1022 N. Olie, Oklahoma City 6, Okla. de25

"SHOWY" WINDOW CARDS—14x22" NONbending, flashy 2-color bold type; 100, $10; pictorial designs, three-four colors, dances, magicians, rinks, orchestras, $15 cash. Quick service. Sollidays Colorprint, Knox, Ind.

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A-1 CIGARETTE AND CANDY VENDING MAchines, all other coin equipment. Mae Postel, 6410 N. Newgard Ave., Chicago. ja8

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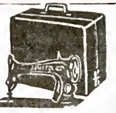

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Ideal for renting out or resale because they'll stand up and do the work. Prompt shipment.

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No charge accounts.

Forms Close Thursday for the Following Week's Issue

A-1 BASS, TENOR SAX MEN, DOUBLES PREferred. Commercial location band. Good salary. Single, sober men only. Box C-202, Billboard, Cincinnati, O.

A GIRL VOCALIST DOUBLING ON MUSICAL Instrument but not necessary. Must have name experience. Write Orchestra Leader, Park Hotel, Winona Minn.

ACCORDION—TOP TERRITORY COMMERCIAL oldtime band. Established 16 years. Play modern, polkas, waltzes and western. Herb Molter, 1805 Rainbow Drive, Cedar Falls, Iowa.

AERIALISTS MALE AND FEMALE FOR 1949 Long season for right parties Keelins Box 814 New Britain Conn de25

AT ONCE—SINGLE TRUMPET MAN, MUST be good baritone vocalist. Hotel type band. Write Leader, Park Hotel, Winona, Minn.

GIRLS! MAGICIAN'S ASSISTANT WANTED. No experience necessary. Write: Lester Lewis, Stonefort, Ill.

LEAD ALTO SAX MAN WANTED IMMEDIATEly. Good salary. Wire Band Leader, 745 Alabama St., Bristol, Tenn.

MUSICIANS ALL INSTRUMENTS, 12 DANCE orchestras, work steady give full particulars VSA 548 Insurance Bldg. Omaha Neb ja8

NEW ENGLAND, NEW YORK ACTS. COMEDY Bands; Dancers, all kinds. Joseph Marione, 100 Grand, Waterbury 5, Conn. 4-3677. de25

PIANO, DRUMMER AND GOOD GIRL VOCAList to join tenor band immediately. Good salary, locations. Wire Jimmy Shockley, Sabine Hotel, Port Arthur, Tex.

TENOR SAXOPHONE DOUBLING CLARINET and section Violin Also Lead Violin State age, if family experience. Darlow Commonwealth Hotel, Kansas City Mo de25

TENOR SAX DOUBLING CLARINET FOR COMmercial five piece band. Location starting January fourth Must read well and fake. Good salary. Orchestra Leader, 424 North Avenue, E. Crowley, Louisiana.

WANTED—PIANIST, TRUMPET AND TENOR Sax for South. This job is steady and pays well. Apply Bandleader, Teab Club New Iberia, Louisiana. de25

WANTED: SOCIETY STYLED PIANO MAN—Must read, play standards, solo work, sober, cut or no notice. $90 minimum, locations only. Write or wire Box C-201, Billboard, Cincinnati, O.

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All Odorless Skins. Made of Selected Furs

SPECIAL SIZE.......$39.00 Doz.
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Round Case
$9.50

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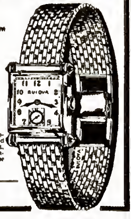

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All sizes. Priced from $39.00 to $44.00 per doz.

We can ship from factory in quantities of 6 doz. or more at lower prices than quoted from Eastern sources. State your business.

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Hand painted features in contrasting colors, make this number a stand out wherever displayed as a novelty bank. Overall height 12 in. Each wrapped in corrugated paper. 12 to shipping container (no less sold).
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5c a Word, Minimum $1

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Forms Close Thursday for the Following Week's Issue

MAGICIANS

FEATURE MAGIC-MENTAL ACT—ORIENTAL presentation, Salary for act. Percentage on private readings. Yose, care of Kneeland, 75½ W. Chippewa, Buffalo, N. Y.

SLEIGHT OF HAND GORDON, ONE OF THE world's cleverest sleight of hand experts, would like to hear from someone with good offer or proposition My act is positively second to none. Nothing better of its kind in the world. Ideal for clubs, theaters, schools, etc. Also do fair musical act. Age 28, single 11 years' experience. Advance man considered. Write Gordon Rathke, 2154 N. 40th St., Milwaukee, Wis. de25

MISCELLANEOUS

AVAILABLE — HARVEY THOMAS, VAUDEville Show, Singers, Dancers, Comedians, Musicians, Clowns, Jugglers, Ventriloquists, Punch-Judy. 162 N. State, Dearborn 2734, Chicago, Ill. ap

CORRESPONDENT ARRANGER—WRITE TO specifications for combos, orchestras and shows T. C. Carpenter, 3070 Summer Ave. Lot 131, Memphis, Tenn ja1

MUSICIANS

A-1 RINK ORGANIST ALL R. & R O. A. metronomed tempos. Reliable, co-operative. Write organist, 1317 Farrington Road, Overbrook Park, Philadelphia 31, Pa. de25

AFTER JAN. 1ST—A-1 RINK MAN, ALL depts., heavy on sales and repairs. 30 years in rink business. Working manager, 3 years in present position. Van G. Douglas, 729 Knott St., Bakersfield, Calif.

ALTO, CLARINET, TENOR — LEAD ALTO. Name band experience. Now working. Member 47 Prefer East. Box 28, Billings Mont

ALTO TENOR, BARITONE, CLARINET, FLUTE. Local 802; age 26 Have automobile; name experience. Wire. Eddie Bean, 79 S. Marr St., Fond du Lac, Wis.

AT LIBERTY—DRUMMER, PLAYS MODERN, old time or Western style. Call, wire or write Frank Schalk, c/o Palmer Hotel, Room 418, Grand Island Neb.

AT LIBERTY—A-1 DRUMMER. AGE 25, SINgle, fine appearance. Radio and name experience. Have new equipment, including 'Timbales' Prefer name or semi name band. Will travel Norman Cozan, 45 17-43 St., Sunnyside N. Y Phone Ironsides 6 2924. ja1

BASS FIDDLE 8 YEARS' EXPERIENCE Dance, society combos. Member 802 Travel. Israel Schoenberg, 80 E. 7th St. N Y 3, N Y de25

BASS AND GUITAR, UNION. PREFER HILLbilly or Western radio show; can sing or play comedy. Contact "Clint" Yazel, 116 E. Haney Ave., South Bend, Indiana

DRUMMER — SOBER, DEPENDABLE AND neat. Would like job with hotel unit, small or large. Can play all Latin rhythms, or 2 beat, or solid four beat. Nice set. Leave at once. Wire or call Musician Room 257, Hillsboro Hotel, Tampa, Fla. de25

GIRL STRING BASS—MALE COMBO PREferred, Available January 5 State all in first. Musician, 415 N First Oskaloosa, Iowa. ja1

HILLBILLY HOT FIDDLER ALSO SING IN trio. State salary in first letter. Write or wire Casey Clark Haldeman, Ky., care W R. Blevins de25

ORGANIST—A-1 WITH HAMMOND. WORK for very reasonable price for long term contract. Prefer South, but go anywhere. Organist, Box 95 Indian River, Mich.

ORGANIST—HAMMOND, DESIRES POSITION. Write Marjorie Ekedahl, 14½ Cowing St., Jamestown, N. Y.

PIANIST—LOCAL 802, AFTER JAN. 5, AGE 25. Play solo, full or band, society, bop or classic. Read or extemporize. Must be within commuting distance of N. Y. C. Call Lee Parrow, WAdsworth 6-2458, 587 Riverside Dr., New York.

PIANIST, COMMERCIAL — FAKE, READ. Member 802, 47. Location. Available Jan. Own car. Experienced, solors. Small units. Box 28, Billings, Mont.

PIANO ACCORDION, GUITAR PLAYER—MIDdle age musician, open for job. Small radio station or other. F. Pinto, 752A Madison St., Brooklyn, N. Y.

TENOR SAX, DOUBLE CLARINET—AFTER Jan. 1, 1949. Old time or Western, some modern Morris Wheelock, 929 N. Jefferson St., Milwaukee 2, Wis. Telephone: BRoadway 2-3616.

TRUMPET, ALSO TENOR MAN, DOUBLING alto and clarinet. Union, sober, single and reliable. 25 years old. Will travel or locate. Available Dec. 18-Jan. 2. Write or wire: Musician, 1021 Chestnut St., NTSC, Denton, Texas.

VIOLIN—WESTERN, SWING, UNION, READ, fake, single. Write Musician, Poplar Hotel, Poplar, Mont. ja1

VIOLINIST—FINE LEAD, STRING SECTIONS, name and semi name experience, hotel society bands, cut any book. Union, young, vocal. Write, wire. Violinist, Box 88, Cape May, N. J. Phone 4-8309.

PARKS AND FAIRS

AT LIBERTY YOUNG LADY, SINGLE TRAPeze, ladder, platform, rolling globe. E R Gray, 2000 Harding Ave. Evansville, Ind. de25

BALLOON ASCENSIONS—PARACHUTE JUMPing. Modern equipment for fairs, parks, celebrations Always reliable Claude L. Shafer, 1041 S Dennison, Indianapolis 21, Ind. ja1

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NOW BOOKING 1949 FAIRS — COMPLETE circus units, rodeos, acts of all kinds. Contact us for your grandstand show Armstrong's Attractions, Montezuma Ind de25

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Nickel Plated, Exclusive New Haven compensating hair spring makes it keep better time under extreme of heat or cold.
No. 775BB.............$1.70 Each

Same as above, but has luminous hands and numerals.
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Serpentine Confetti, Asstd. Colors. 800 Streamers for 3.50
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Packaged Confetti. 100 Pkgs. for .. 3.85
Full remittance must accompany orders for Confetti. Deposit of 25% required on C. O. D. orders for other merchandise.

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TERRE HAUTE, INDIANA

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Chinese Firecrackers
1 Bundle or 1280 1½" Crackers $3.50
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BALLOONS
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Cash With Order

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LETTER LIST

Letters and packages addressed to persons in care of *The Billboard* will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK.

Mail is listed according to the office of *The Billboard* where it is held, Cincinnati, New York, Chicago and St. Louis. To be listed in following week's issue mail must reach New York, Chicago or St. Louis by Wednesday morning, or Cincinnati office by Thursday morning.

MAIL ON HAND AT CINCINNATI OFFICE

2160 Patterson St.
Cincinnati 22, O.

Parcel Post

Bruneau, Mrs. Jos.	15c
Delaney, John (Masked Marvel)	10c
Greloer, Chas.	15c
Lamb, Ruby	3c
Lewis, Dick	20c
Pruett, Billy J	6c
Parshall, Robt. J.	6c
Roach, John	6c
Thunderaky, Chief Richard	10c
Stahlman, Arthur	15c
Sutton, W. B.	20c

Abbott, C. A.
Abbott, Russell
Abrams, Robt.
Adams, Al (Ark.)
Adams, Mike
Agner, Mrs. W. R.
Ahrens, Thos.
Albert, E. J. (Red)
Alexander, Mrs. Mattie
Allen, Charlie
Almany, Fred
Alsop, Jack
Alvarez, Chas. J.
Amer. Amuse. Co.
Amy, Red
Anders, Jesse Lee
Anders, Nellie L.
Anderson, Art
Anderson, Mrs. Laura & F. Ella
Anderson, Leslie B.
Anderson, Bush
Anthony, Al
Anthony, Robt.
Areoz, Thos.
Arnold, Lloyd "Rube"
Arnold, Woodrow
Arquendo, Leo
Ashley, Thos.
Aston, Thos. R
Augsburg, A. W.
Austin, Clyde
Ayres, James
Bailey, Roy (Iodine)
Baker, Edw.
Baker, Harman
Baker, Hubert R.
Baldwin, Billie
Barber, Jr., J. N.
Barfield, Dell
Barfield, O. B.
Barfield, Mrs. O. B.
Barnville, Tom
Bascoe, Chas.
Bauer, Geo. H.
Bays, Dick
Beard, Myrtle Hutt
Beasley, Mrs. Molly
Bejano, Paul
Bejano, Mrs. Emmit
Belkut, Theo.
Bell, Forrest W.
Bell, Lloyd H.
Benesch, Frank
Bell, Gus
Bennett, Jack
Bennington, R. L.
Berman, Joe
Berofsky, Harry & Agnes
Berryhill, Leo
Best, Dick
Beyl, Carl
Biggers, Larry
Bimbo, Miller
Bishop, Dell
Blackburn, Robt.
Blakey, W. W.
Blackley, J. R.
Blair, Walter
Blair, Zora
Bloom, Bob
Boehm, Jos. J.
Boggis, John A.
Bolk, F. R.
Boulion, Frenchie
Boyd, Mrs. Danny
Braden, E. B. (Mrs.)
Bradley, A. C.
Bradley, Lee
Brady, Mrs. H.
Brafford, Enoch
Brayall, James R.
Brazley, A. M.
Brenton, Wm.
Briggs, Carl
Briggs, Mary Frances
Brooks, Chas. Adams
Brown, Elwood W.
Brown, Mrs. Edna
Brown, Hank
Brown, Pat & May
Brown, Wm. Artie
Brown, W. S.
Bruner, Johnny
Bungard, Arthur O.
Burch, Ernie (Clown)
Burchart, Chas. J.
Burke, Anthony
Burke, Bill
Burkert, Earl
Burke, Teddy
Burleson, Gene
Burns, Bobby (Wrestler)
Burns, Larry
Bush, W. A.
Bydairk, Albert
Caddy, John R.
Cambern, Leslie
Campbell, Frank
Campbell, J. R.
Campbell, Mrs. Jennie
Campbell, Whitie
Campi, John
Canipe, Walter
Carey, Mrs. Esther
Carpenter, Clifford
Carter, Miss Billy
Carr, Geo.
Carter, Henry A.
Carter, John (Dorothy)
Carter, Roscoe
Caruso, John J. (Pine State Show)
Casey, James
Casey, Robt. L.
Casey, Wm. R.
Cassidy, Irish
Castlereigh, C. A.
Cavilla, Don
Chambers, Fred H.
Chambers, Mrs. Patsy
Chamberty, Geo.
Champlin, Warren L.
Chaney, Chas.
Chapman, Mrs. Helen
Check, Mrs. Evelyn
Chin, Walter
Cinnas, Anthony J.
Church, Clarence
Cibull, Frank
Clark, Harry K.
Clark, Wm. Allen
Clarkson, Robt. N.
Clayton, Ray
Clemens, Dick
Clevenshire, Edw.
Cloteau, Arthur
Cochran, Homer Leon
Cogozza, Leo
Cohen, Ben
Cohen, Phillip
Colbert, R. F.
Cole, Miss Honey
Collins, Roba
Colter, Wm.
Conen & Santu Players
Conway, Walter J. R.
Cook, Frank
Cook, Joe
Cooke, Henry L.
Cooper, Chuck
Cooper, Hymie
Cooper, Roy
Corbin, C. A.
Cormier, Peter
Cotton, Ray
Cottrell, R. F.
Couls, Robt. W.
Cox, O. C.
Craft, Frederick A.
Craig, Danny W.
Crawford, Gene
Crull, B. N.
Culver, Frank
Curtis, Clifton
Cyr, Jimmie
Danner, Rosemary
Davidson, Raleigh & Pearl
Davis, Chas. (Bimbo)
Davis, Daryl
Davis, Eddie
Davis, Jay
Davis, Ray
Davis, Mrs. Ruth
Day, Charles E.
DeFazio, Julia
DeLion, Leon
Dean, Larrie (Clown)
Dearo, Mrs. Bert
Deaven, J. R.
Decos, John Deever
Delawter, Ruby
Dell, Mrs. Ruth
Dello, Tommy
Delph, Tommie & Kitty
Demetro, Dewey
Demetro, Tom
Dennis, Mary
Dennison, E. W.
Dennison, Earney
Dercotch, John
Derine, Holly
Dexter, Berl
Dickman, Bob
Dillbeck, M. H.
Dillon, Edw.
Dodson, Dorotha B.
Doherty, Pat
Donnan, Geo. G.
Dooley, Johnny
Downing, Mrs. Robt.
Drew, Llwal
DuBois, Bill
Ducharme, Henry
Duckes, Peggy
Duncan, Joe
Dunn, James R.
Dunoe, Paul
Eargle, A. C. (Jim) Jr.
Edels, Mrs. Harry
Eldridge, Joe Earl
Eller, Eli J.
Elliot, Denell J.
English, Walter H.
Entry, C. H.
Enquest, C. L.
Ephriam, M. J.
Ephriam, Peter Joe
Eathridge, Miss Ray
Evans, Emma
Evans, L. W.
Everhart, Jr., Lawrence
Famous Georgia Minstrels
Farino, Michael
Farris, Z. C.
Fear, Geo. E.
Feeteau, Jos. A.
Fennell, R. E.
Ferrell, Jr., Lewis
Fetta, Tex
Fiber, Box
Finch, Marlon Louis
Fish, James E.
Fleming, Tom
Flosso, June
Forbus, Jimmie
Ford, Jr., Edw.
Foss, John D.
Fox, Oscar F.
Fox, Thos. J.
Franklin, Albert
Franklin, James B
Frazier, Chas.
Frenzel, Maurice
Fresler, Sam
Frocker, Harry
Frost, Miss Jean
Fuller, Bob
Fuller, C. & Mary
Fuller, L. K.
Fuller, Sarah
Funguson, Peta
Gallagher, Bonnie
Gallagher, Robt. John
Gallup, T. T.
Georgio, Anthony J.
Gheen, Wm.
Gibson, David Jesse
Gibson, Glenn
Gilbert, Art & Euna
Gilk, Bud J.
Givens, Ruby Lena
Glickman, Sam
Goad, J. G.
Good, Dolly (Show)
Goodman, Sidney
Gordon, Keith E.
Gordon, Miss Pat (Eleanor)
Graham, Edith Doreen
Gray, Clifford
Gray, Rena
Green, John Calvin
Green, Marshall L.
Green, Wm.
Greene, J. R.
Greenwald, Mrs. Lovenia
Gregory, C.
Gregory, Willie
Grey, Geo.
Gross, Ann Shaw
Gross, J. P.
Groth, Wm
Grumley, Red (Coca Cola)
Hall, Mrs. Ann
Hammer, H. A.
Hampton, Goldia
Hanneford, Tommy
Hanson, Carl
Harding, Lloyd
Harley, Sr., Angus J.
Harley, Mrs. Evelyn
Harnett, Wm.
Harrington, Sr., Wm.
Harris, S. L.
Harrison, Delores M.
Harter, Diamond Ray
Hatten, Mrs. O. C.
Hawley, Frederick Edwin
Heath, Johnny, Mgr.
Helton, Walter (Candy Man)
Helwig, Al
Henderson, Thos. M.
Hendricks, Eddie
Hendrix, W. A.
Henley, Arvil F.
Henry, Guy
Herod, Walter
Hickle, Geo.
Higgins, Cliff
Hill, Bob
Hill, (Rex) Edw.
Hill, Lew L.
Hill, Lloyd C.
Hiller, Edw. Richard
Hilton, Joe E.
Hinkle, Milt D.
Hirst, Red
Hisey, Buddy
Hitchcock, Earnest
Hoal, Hattie
Hodges, Virgil Delbert
Holloway, Chas.
Hornaby, Mrs. Maxine
Howard, J. R.
Howard, Margaret
Howard, W. E.
Howington, Dixie Lee
Honts, Eddie
Horrell, Chas.
Horse, Lee
Hou, Mrs. Lee
Hoxie Bros. Circus
Huberg, E.
Huddleston, Stanley Martin
Hughes, Dewey Richard
Hunt, Bob (Candy Butcher)
Hunter, Bill
Hunter, Leftol F.
Hutchins, Geo. L.
Hyland, Mrs. Mellie
Ikert, Kenny
Irish, Walter L.
Jackson, Harry H.
Jackson, Jackey
Jacobs, D. W. (Cannon Ball)
Jakubowski, Edw E.
Jefferies, Jerry
Jenson, Robt. Frederick
Jennings, Vicki
John, The Baptist
Jobo, Miller
Johns, Riley
Johnson, Clayton
Johnson, Geo.
Johnson, Michael R.
Johnson, R. G.
Johnson, Sandy
Johnson, Mrs. Stanley
Kadel, Mrs. Ollie
Kahntroff, Morris
Kane, Eleda
Kaplan, Louie
Karnes, Walter
Keatley, Robt.
Keele, Miss Rusty
Keith, Bob
Kelley, Ed. Clifford
Kelly, Emmett
Kelly, F. E.
Kelly, Geo.
Kelly, Jack
Kelly, Kitty
Kelly, Mrs. Mirriam
Kelly, Mrs. Nellie
Kelly, Slim
Kennedy, J. B.
Kimell, Harry
KIWAU Toule
King, Elizabeth Mildred
King, John H.
Kiser, Jeff
Kitchl, Cl & Nellie
Klein, Nathan
Knight, Ellen Unger
Kohler, N. A.
Korie, Jack
Kreiger, Al
Krooner, Ralph A.
Kuhn, Jim
Kurtz, Elwood
Kotz, Lillian
Kyle, Roger L.
LaBrake, Kenneth B.
LaClair, Jack
Lafayette, Chas. Henry
Lafayette, Ed
LaMarr, John
Lamb, Sam
Lamon, Harry W.
LaMont, Bozo
LaMont, Zeek
Lampton, Jack
Landon, Jr., A. L.
Landreville, Claude
Landrus the Magician
Lane, H. J.
Langley, C. M.
Landford, Walter
Lantini, Frank
Lasch, Walter (Dutch)
LaVell, Frank
Lawrence, John H.
LaZellas, The
Leavens, Chas. B.
Leavitt, Alden
Leavitt, Harvey
LeBreque, Harry
Lee, Wyoming Jackie
Leedy, Robt.
Leoman, H. V.
Leonard, Harry (Knife Thrower)
Leonzo, Byron (DeMond)
Lesinski, Leo
Levi, Ralph
Lewallyan, John
Lewis, Mrs. Leon
Lilly, Harold J.
Lippencott, Terry
Lish, Willie
Little, Curley & Ruth
Littlefield, Geo.
Littlefield, Jack
Litchfield, Mrs. Marian
Locke, Fred B.
Loehr, Jr., Chas. D.
Lockhart, W. F.
Loeber, F. A. (Dutch)
Long, John
Long, Vernon
Loos, Clarence
Loveless, Ted
Lukasik, Geo. J.
Lundy, Russell (Red)
Lusson, Leo
McBride, Bob
McBride, Gerold Wm.
McBride, John Patrick
McCallister, Earl
McCally, Mrs. Billie
McCarry, Floyd S.
McCarthy, Mrs. Grace
McCarthy, Richard
McCarthy, Scott
McCauley, James C.
McClellan, Leon
McCloskey, Bob
McCracken, Walter
McCumber, Ralph
McDaniels, Evertt
McDonald, Mrs. Lucy
McGee, Lester
McGee, Sam
McGowan, Frank J.
McHugh, Eileen
McIntire, Bill Zodo
McKay, Mrs. Barbara E
McKinnon, Helen
McMahan, Pete
McPherson, James Wm
Mculley, W. T.
Mackey, Mrs. D.
Macolly, P. N.
Madore, Patrick Archie
Maguire, W. A.
Maley, Arnold
Malone, Pat
Malone, Spike
Maloney, John
Manuzze, Thomas Joseph
March, Mrs. Anna
Marcell, Paul
Marder, Phil
Marlow, Jack
Massey, C. W.
Mnater, Al
Matchett, Mrs. Teresse
May, M. H.
Mehl, Tom
Melvin, R.
Mercer, Jean (Eugene)
Messett, James Francis
Metcalfe, Lewis O.
Metler, Joe
Metlow, Carl
Meyer, Earl
Meyer, Mrs. Rose
Meyers, W. H.
Mikesell, J. R.
Miller, Bob & Flossie
Miller, Chas. (Outhouse)
Miller, Earl
Miller, Geo.
Miller, Harry
Miller, Jahala
Miller, Ralph Arnold
Miller, Roy
Millington, Wm. G.
Minastt, Henry
Mitchell, H. J. Duke
Mitchell, Jim
Mitchell, Wm. M.
Monroe, Wm. John
Moore, Chas. H
Moore, Mabolia M.
Moore, Walter
Moore, Robt. W
Moores, Mrs. Helen M.
Morales, Mrs. C. & Teresa
Morales, Sancho
Morgan, Bud
Morgan, Chas.
Morgan, Donna
Morgan, Lamon
Morgan, Susan
Morris, Everett
Morris, Raymond
Morton, L. O.
Morton, Jr., Leslie Bright
Mosher, L. C.
Moss, Richard
Mull, Daniel Nathaniel
Mulligan, Clyde
Murphy, Joe
Murray, Bill
Murray, Bob
Murzarkewich, Stanley
Myers, Harry J.
Nadrean, Gean
Nation, Ernest
Neal, Frances & Ruby
Nealing, Clifford
Nell, Frank
Nelson, Ray Brake
Nelson, Morris
Newman, Mrs. Zefla
Nevins, J. E.
New, Madeline
Nicholl, Ralph
Nicholas, Epherm & Green
Nickell, Mrs. Doris
Nifong, Dee
Nogle, Clint
Norman, Tom
Norton, Jacob F.
Novack, Melvin
Novak, Gabe & Jean
O'Connell, F. L.
O'Day, Betty
O'Day, Hal M.
O'Day, Harry
O'Hara, Mary
O'Kelly, Jack
O'Saurdae, Major
Obli, Joe
Olsen, Osmond Solberg
Olson, J. K. (Red)
Osborn, P.
Osteen, Mrs. Betty
Osteen, Chas.
Owens, Tiney
Owers, Wm.
Page, N. T.
Page, Norman
Paintiff, W. R.
Palmer, Joseph V.
Parino, J. D.
Parker, Arthur
Parker, BeBop
Parrish, Dale
Parry, Mrs. Pat
Parshall, Robt. J.
Parsons, Fred S.
Parton, Frank
Paterna, Roxie
Paterson, Guy
Patty, Chester
Paulenburg, Emil
Peacock, Mr. Marion
Pearce, Pete
Peddleora, John Mort
Perry, Mrs. Pat
Peyton, Blackie
Phelan, Peter J.
Phillips, Chas. & Mae
Phinley, Mrs. W. C.
Phipp, Patrick
Pierce, Mrs. Lillian
Pierce, Maxwell S.
Pike, W. D.
Pilgrim, Eustanes
Pine, Ray
Pinnock, Casey
Pitcock, Earl
Pitman, W. G.
Pittman, Gil
Pittman, Melvin
Plas, Stanley
Polo, Eddie
Poplin, Chas. M.
Pollog, Chas. H.
Porter, J. W.
Pounds, Mrs. C. H.

(See Letter List, page 72)

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(Continued from page 71)

Powers, Doc (Thrill Show)
Pratt, Bernard
Pratt, Victory
Preister, James R.
Prether, Geo.
Price, Art.
Price, Marba
Prine, Ray
Proper, Fred
Prusick, Chester
Pryse, Thomas
Putchett, Lyle M.
Qualls, Harold Red
Ragsdale, W. H.
Rambo, Barney
Ranahane, Pat
Ratterink, Jack
Ray, Mike
Ray, Reuben
Read, Jr. C.
Redd, Sam
Reece, Mrs. Carol
Reece, L. P.
Reed, Pee Wee
Reeder, Clark
Reese, Bubbles
Reese, W. H.
Regan, Dolly & Jim
Regnier, Geo
Reid, Albert J.
Reid, Curley
Reilly, Ray
Rendelle, Harry
Renton, Alfred & Jeana
Reenee, Cleo
Reynolds, Ellery
Reynolds, Jim
Rhodes, Curley
Rice, Cecil
Rice, Harm & Clara
Richardson, Joe
Richardson, Leros
Richmond, Jazz Lip
Ridenour, Clyde L.
Riddick, John
Riffle, Louis
Ritz, Prof. Chas. J
Robbins, Sgt. Rufus W
Roberts, Wm.
Robertson, Bob
Robertson, Joe
Robertson, Louis
Rodgers, Nat D.
Rogers, Pesse
Rogers, M. Res
Rose, Bluche
Rosenbaum, J.
Rosenberger, Bert
Rosler, Roy
Rosanis, Patsy
Rossi, James
Ryan, Mrs. Danny
Ryan, Geo. Alfred
Rymer, Reuben C. & Betty
Salaberg, Mrs. Mary
Salzer, Raymond C.
Sanley, Mary
Savage, Frank
Sarame, Eleanor
Saults, Ruby
Saunder, Blackie
Scanlon, Wm.
Scatterday, Dick
Schaffer, Blackie
Schalk, Frank
Scheetz, Ray
Schloer, Wm.
Schmitt, Fred (Dutch)
Schofield, Ed.
Schott, Jack
Schultz, T. A. Red
Scott, R. M.
Scott, Bo & Jean
Scott, Miss Frances
Scott, Lacey
Scott, Lewis L.
Scott, R. Dewy
Scott, Mrs. H. L.
Scruggs, Troy
Sebree, Earl W.
Segal, Ben
Shafer, Frank
Shaparlo, H.
Shear, Red
Sheftall, Sol & Kattie
Shelby, Jack
Shelton, Mrs. Faye
Shephard, N.
Sherman, Mary
Sherzken, Frank Victor
Shields, Paul A.
Shinley, Curley
Shipley, Sterling
Shodel, Dick
Shoemaker, M. E.
Shoreck, Leo
Shoreck, Roy D.
Short, Scotty
Short, Perry Albert
Shownaker, Dot
Shuffourd, Clint
Shuey, Chas. Ed.
Siea, A.
Silberberg, Matthew
Silo, Hank
Sims, Joa
Simonerson, Lee Harold
Sinko, John
Sisk, Jr., Sarah
Six, Mrs. Edith
Skipper, The
Slacumb, K. P.
Slate, G. B
Slavie, Claude Paul
Smith, Arthur E. (Slim)
Smith, Chris M.
Smith, Corda
Smith, E. H. (Tex)
Smith, Mrs. Heleo
Smith, John J.
Smith, Marvin
Smith, Punk
Smith, Mrs. Pudie Dunn
Snowden, Robt.
Snyder, Carl
Snyder, Mrs. J. P.
Solomon, Henry
Solomon, Wm.
Sordelet, Mrs. Myra
Sorensen, C. H.
Sotiro, Frank
Spangler, At Billmen
Spaulding, Joe
Spencer, Chas. E.
Spence, Westley
Sparlock, J. C.
St. John, Mrs. Irene
Steveson, L. E.
Stacey, Larry R.
Stanley, Ralph
Stanley, Steve
Stanko, Geo.
Stanley, Chas.
Starkey, John
Stephen, Carl
Steinfeldt, Walter
Sterling, Bill
Sterling, J. N.
Sterner, Eltoo E.
Stevens, Geo. W.
Stevens, Harry
Stevens, Mrs. Ione
Stevens, Jack
Stevens, John
Stevens, M. A.
Stevenson, Mrs. Jackie
Stewart, Albert
Stewart, Mrs. Dan
Stieu, Louis
Stewert, F. E.
Stoltz, Lloyd (Peg)
Stone, James W.
Stone, Wm. Harold
Stralman, Joe
Stralman, Thelma
Strause, Wm.
Strawser, Samuel
Streyer, Rob
Strickland, R. H.
Strong, Miss Terry
Strout, Earl
Stuart, Ernie
Sturzman, Jack F.
Suber, M. H.
Sullivan, Henry A.
Summers, Al
Summers, Kermit
Sutherland, Eugene A.
Sutherlin, Millei
Swander, James O.
Sylvester, Ernest
Tasker, John
Tawuley, K. B.
Tau, Alex
Taylor, June
Taylor, Dick
Taylor, Newell
Taylor, Reed J.
Themes, C. J.
Thomas, Fred A.
Thomas, Hobart Wm.
Thomas, L. I.
Thomas, Marion
Thomas, Robt Coalmao
Thomas, W. A.
Thompson, Frank I.
Thompson, Jacklin
Thompson, Jay
Thompson, Kenneth
Tiernan, Jim
Tompkins, Geo.
Tracy, Leonard Harry
Trall, Slim
Travis, Ronnie
Trigue, Jay
Trammell, Bill (Blackie)
Tratch, Max
Travers, Jim
Travis, Jim
Treadwell, Mrs. Hazel
Tripp, Earl E.
Tyree, Cowboy Bob
Tyskl, Walter
Udseth, Arnold J.
Usuno, Eli
Urich, John
Valance, Walter
Valentine, Henry
Veunoy, Geo. W.
Veul'arnen, Carhal
VanWert, Pearl
Vause, John
Verner, H. T.
Vincent, Jack Jim
Vidalia, Alice & Prof.
Vogel, Harry
Vondey, Fred L.
Waldo, Chas.
Warren, Mrs. Patricia
Ward, Chuck
Wall, John
Wall, Wilma K.
Wallace, B. K.
Walton, Lou
Wasserman, Mrs. H.
Wesso, Ralph
Warren, Rick
Warren, Sam B.
Warwick, Stanley
Walton, L. W.
Wauntz, Jerald
Way, Geo. H.
Webb, Frank H.
Weiss, Harry
Weisman, Mrs. Hilda
Weatherick, John
White, Mrs. Celia L.
White, Jack & Judy
White, James Marshall
White, Richard S.
Whitt, Francis Floyd
Wellman, Jack
West, Jack & Jane
Westman, Ray
Westmoreland, Melvie
Whitellorne, Lee & Channeine
Whiteside, Mrs. A. R.
Whitko, Helen
Wiggins, Danny
Willander, J. M.
Willard, Chi
Williams, Bubba
Williams, F. E. Red
Williams, Gloria L.
Williams, Gene F.
Williams, Haganbeck
Williams, H. M.
Williams, Jack
Williams, Leslie
Williams, Orville
Williamson, John & Jemeaina
Williamson, Pat
Willingham, Roy
Wilson, Blackey (Cookhouse)
Wilson, C. D.
Wilson, Harry E.
Wilson, Jim
Wilson, Maria L.
Wilson, Perry
Winn, Steve
Winslow, Jim
Wojtasek, Benjamin J.
Wolcott, Wm.
Wolf, Norman G.
Wolf, Vern
Wolfd, Mark A. (Mushy)
Woody, James
Woodcock, Wm.
Woods, John J.
Woods, Marion & Homer
Worth, Tex
Wozniak, Frank
Wray, Ross
Wright, Chas.
Wrigth, Don
Wr[illegible], Mrs. A. P
Wrisk, Donald
Wylie, Jack Hinky
Yates, Billie
Yates, Mrs. Eddie
Yazvac, Jack Green
Yeager, Eddie
Young, J. K.
Young, John Aldeo
Younger, Cliff
Zawatzka, Jack A.
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Zora

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Burgher, Tony
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Byford, Leslie
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Caranzio, Queenie
Clayton, Joe
Coley, Clark Jr.
Conway, Rose
Creen, Walter
Curtin, Edward M.
DeLouzon, Jacquelina
Dunn, Kandy
Fanadio, Louise
Fields, Harry
Flores, Costica
Frazere, Enoa
Friedland, Murry
Gallagher, John E.
Goley, Larry
Gordon, Harold
Hobson, Laura R.
Hoffman, William
Howard, Joseph
Hyman, Al
Isler, Phil
Isser, Phil
Jackson, Bee
Jahn, Franck
Jerome, Paul
Jordan, Grace
Kane, Anna Lee
Keay, A. F.
Keller, Millie
Kelly, Thomas R.
King, Mrs. Ethyl
King, Pauline
Lalonrelle, Violet
Le Mar, Elaine
Lewis, L. L.
Lindsey, Fred
Lithgow, Mae
Livermore, Norman
Lombard, Linda
Lorraine, Blanch
Lush, Edgar Burr
Meyes, Prof. Livingston
McAleer, Norman
Neill, James, S.
O'Brien, Thomas G.
Overholt, Tom
Pedrone, Charles
Popecki, Harriet, Theadore
Rigg, Charles Fenwick
Ross, Jimmy
Sauter, James
Schubert, Erwin
Scott, Bill or Pop
Sinitzen, Olye
Sirois, Richard Joseph
Stickland, Rosley T.
Suaden, Roy
Sullivan, Fred R.
Thomas, Mrs. E.
Townes, Freddy
Treunell, Sally
Utter, Fred E.
Walton, Gypsy, Lenore
Watts & Newman
West, Al R.
Westphal, Walter or Gus
Wilbert, Raymond
Zubryn, Emil

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Aspray, Caroline
Auddette, Harry L.
Beroaby, George
Berrows, H. L.
Beard, Jack
Berry, F. V.
Bert, Mr. & Mrs. Harry
Bittner, E. C.
Bolding, Marion
Borrows, Harold
Boyd, Robert
Brown, William
Brydon, Ray Marsh
Burr, Clarence
Childress, Bob
Cole, J. C.
Cooper, Charles
Dean Concession Co.
Dodson, Mel
Edwards, Albert
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Holloway, Charles
Jessick, Johnnie
King, Harry
Knoll, Jack
Koener Engineering Co.
Landes, Ben
Maley, Arnold
Malone, Kellee
Malone, Virginia
Mandrake, The Magician
Mathews, Henry
Noonan, H. J.
Olszewski, Walter
Plukerman, Virgil
Platt, John
Potenza, Fred A.
Reynolds, Harris W.
Robert, Jack
Scanlan, Dr. C. B.
Sexton, Alice
Sherman, Chester
Simpson, Sassafras
Solomon, Mr. & Mrs. Sam
Stoltz, Mr. & Mrs. Lloyd F.
Suggs, J. W.
Talley, Mr. & Mrs. Nellia
Teeter, Jeanne
Thompson, Mae
Tripp, Johnny
Vallon, Michael L.
Walker, B. F.
Waldstrom, Lawrence
Wickline, Harry
Williams, Jeannie
Zawatzke, Jack A.

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Badgero, Mr. & Mrs. Arthur E.
Baldwin, Billie J.
Bailey, Bob
Bailey, Mrs. W. C.
Bales, Mrs. C. W.
Barnes, Mr. & Mrs. Jack
Barnhart, G. Hewe
Barr, Earl & Mary
Barton, Mr. & Mrs. Jay
Baysinger, Al
Beall, Harold W.
Bell, Mr. & Mrs. Billie
Bellon, Louis E.
Bellon, Tex
Blomberg, Bill
Bolotti, Mr. & Mrs. James
Boswell, Mr. & Mrs. Bill
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Bryant, Hope
Bryut, Mr. & Mrs. Paul
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Burge, Lloyd
Burto, L. H.
Butters, Mr. & Mrs. Ed
Byers, J. O.
Byers, Jimmie & Carl
Bynum, Mr. & Mrs. Frank
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Caloian, Carl A.
Campbell, Mr. & Mrs. George
Carlisle, Henry
Carrigan, Chief
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DeVault, Mr. & Mrs. Don
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Dupree, Jimmie & Vere
Edwards, Giles Augustus
Eichorst, Carl W.
Eikenhorst, Kenneth
Evans, Britt
Ferrell, Lewis, Jr.
Finley, E. E.
Finley & Eikenhorst
Finley, Homer
Finley, & Joy
Foss, John D.
Feerer, Jerome
Fortney, Mel & Don
Forsler, Mr. & Mrs. Gus
Frye, James G.
Fuller, L. K.
Fulton, Merrio
Gallegher, Tiny
Gaughn, Harry
Gleason, James
Gowdy, Mr. & Mrs. Hank
Gowdy, Pamela
Green, Charles & Clois
Hagen, O. L.
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Hall, Edward Thomas
Hall, Louise W.
Hall, R. E.
Hanasaki, Mr. & Mrs. Frank
Hard, Mr. & Mrs. Dick
Harper, Eugene A. "Whitey"
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Pool, I. D. (Buddy)
Poole, Forrest O.
Pope, Carl V.
Posey, Bob
Price, Mr. & Mrs. Art
Pruitt, Mrs. Joe
Randall, Archie
Randolph, Robert G.
Ray, Mr. & Mrs. L. W.
Reed, C. S.
Reese, Mr. & Mrs. Lew
Rice, Mr. & Mrs. Bill
Richby, Mr. & Mrs. Morris
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Rogers, Mrs. Babe
Rosier, Roy
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Runge, Mr. & Mrs. Henry
Russo, Mike
Sandusky, Durb
Savon, Mike & Daisy
Scott, Mr. & Mrs. H. L.
Seitz, Clarence E.
Servis, Edward F., Jr.
Sickles, Bob
Sewell, C. M.
Shufelt, Fred
Small, Ethel E.
Small, Harry L.
Smith, L. D.
Smith, Marion Bowen
Smith, Mr. & Mrs. Roland
Smith, Skippy (Funhouse)
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Wiburg, Jno. J.
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Wiltse, Mike
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Pipes for Pitchmen

By Bill Baker

BOB (ROBBIE) ROBINSON . . . well known to the pitch fraternity, has been named a regular member of the cast of *Sparkling Time*, video show seen each Wednesday night over WGN-TV, Chicago.

You alone can make 1949 the best year ever.

ERSKINE C. YORK . . . veteran pitchman and sheetie, reports from Camden, Me., that he disposed of his restaurant there recently and is framing a new walk-thru trailer show. He also plans to do clown work in conjunction with the attraction and pitch items on the side.

Christmas spirit is in the air.

L. E. (ROBA) COLLINS . . . pipes from Patterson, Mo.: "Glad to read pipes here from Dave Rose who was one of the best pitchmen I ever saw putting out a merchandise package. Since closing with Bailey Bros.' Circus, I've done nothing but stay at my home here in the Ozarks, 100 miles south of St. Louis. My parents' ill health is the reason for my layoff. There's a sale here each Saturday but no pitchmen have been making it. Let's have more pipes from Sid Sidenberg, Doc Bates, Gene DelMar and my ex-partner, Gene Kight."

New ideas pay off for you only when you do the work.

P. A. MURPHY . . . widely known in the pitch fraternity, is reported to be seriously ill and confined in an Alliance, Neb., hospital. He'd like to read letters from friends.

Try your best and you're at your best.

BILL (SLEW-FOOT) HANNAH . . . cards from Phoenix, Ariz., that he has quit the pitch business because of physical disabilities. He's currently employed as night clerk at the St. James Hotel there.

If your item can't be improved see if the method in which you are handling it can.

FRANKIE (DOODLE) FLICK . . . was sighted passing thru Winchester, Va., recently en route South for the winter

Famous Last Words: "He always knew what to do until it happened to him."

JACK ([illegible]TLES) STOVER . . . cards from Winchester, Va., that the only thing that out-numbers Greek restaurants in [illegible] town are the hybrid cockroaches.

Fancy Freddie says: "He's one pitcheroo who doesn't let his brains loaf on the job."

AL RINEHART . . . who recently joined the army, is stationed at Camp Breckenridge, Ky., and would like to read letters from friends in the biz.

Show us a live town and we'll show you a pitchman in it.

EDDIE TRUST . . . is reported to be pitching balloons at the F. W. Grand store, Milwaukee, to good lucre counts.

He's successful because he cultivates good manners not only toward his friends in pitchdom but toward his tip as well.

MERTON CRAIG . . . pipes from Port Henry, N. Y., that he has launched the Craig Bros.' med show on its 26th season after trying his luck with circuses and carnivals. "After putting the show in the barn during the war," Craig says, "and working with a few carnivals and circuses we played six stands in halls

OAK-HYTEX BALLOONS

• Novelty toss-up balloon whose hat, cane and wings are gummed paper parts. Packed, with cardboard feet, in colorful envelope. See your jobber.

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Toys • Novelties • Cosmetics • Jewelry • Kids' Items • Grown-Ups' Items • Teen-Age Items • and 1001 Other Items Suitable for Fillers in Stockings, Prize Boxes, etc.

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25¢ Items	12.50 Gr.
50¢ Items	20.00 Gr.
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25% Deposit, Balance C. O. D.

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Samples now ready of new model 8½-inch horse that will be the hit of the year. Watch the imitators copy this one. Has a Built-In Saddle—beautifully streamlined and polished to the Queen's taste. Boys, they don't come any better. Double your money back if not the nicest horse on the market today. No post cards or checks. Send $5.00 money order for 2 samples and go to town. Also have 8 other sizes at reduced prices. Note to Our Patrons—Get in touch with us.

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You've paid $15.00 per dozen for quality masks such as these . . . and we've cut the cost ALMOST IN HALF. These are the real thing! Made of sturdy rubber. (Only Devil and Goofy available.) Life-like masks at the amazingly LOW, LOW price of . . .

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Smart Two-Tone Plastic

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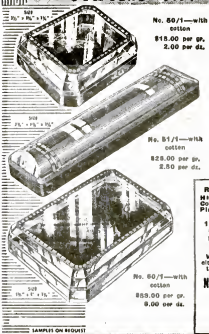

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No. 60/1—with cotton
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These modern-styled Jewelry Gift Boxes add richness and charm to any merchandise. Perfect for pins, clips, earrings, bracelets, pearls, pens, watchbands, key chains, compacts, cigarette cases, Men's jewelry items, etc. Standout values!

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Size: 1½" x 2" x 1⅛"
Made of durable plastic. Will hold either one or two rings.

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$ 1.25 per dz.
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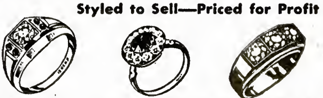

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This is one of the fastest sellers on the market. 1/20 12K g. f. ladies ring. Beautiful, synthetic birthstone surrounded by "diamond" like stones. It's a real beauty, only $11.00 per dozen.

This ring is fast moving. Three big, beautiful "diamond" like stones, 1/20 12K g. f. with a look of distinction, only $22.00 per dozen.

Write today for our big new 1949 catalog filled with these fine values and many, many more on all types of jewelry and accessories. Be sure you write today.

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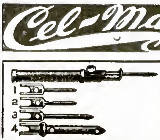

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One of the biggest pre-war sellers now available for immediate delivery. Comes complete with Holder and 4 Nickel-Plated Steel Needles . . . $23.00 per hundred sets Sample set, $1.00—Cash with order.
Terms: 25% deposit, balance C. O. D., F. O. B. Chicago.
We also carry a complete line of Muslin and Colored Rug Patterns, Embroidery Hoops and other accessories.

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Sensational at $8.00 each

No. 800. Where else could you get a replica of an expensive Swiss beveled lug watch at this amazingly low cost: timed and tested 7 Jewel men's Swiss chrome cylinder watch with ruby and rhinestone dial, at a quick selling, profit making price. Or in 10 Kt. domestic rolled gold top, steel back, 7 Jewel Swiss Cylinder square model wrist watch, fancy crystal, for $9.00 (No. 801). Wholesale only in minimum sample lot of 6 (add $1.00 extra to each for less than 6).

No. 109. Timed and tested, women's 7 Jewel Swiss Chrome Cylinder Wrist Watch, small size, with Ruby and Rhinestone Domestic Dial, cord. Same in square model, $8.00 (No. 111). Same in 10 Kt. rolled gold top, steel back, $9.00 (No. 112).

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GENUINE FLORIDA DIAMONDBACK RATTLESNAKE SKIN BELTS — 2" WIDE — "SKINS BY ROSS ALLEN"

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with med. We learned that med is not dead. All one needs is talking films, a good product, one or two vaude acts and the med show's old stand-by, farce comedy, to get the lucre."

Stop bragging about what you have done and your contemporaries will stop heading for the nearest exit every time you speak.

JOHN J. WESTON . . .
an ace pitcheroo in the days of Dave Blair, George Wine, Red Kelso and Duckfoot Wallace, comes thru with the following from his Toronto headquarters. "For the last 25 years I manufactured automobile tires and then retired after selling out my business two years ago. I couldn't stay put, however, and for the past year have been playing local picture houses doing my mentalist act."

How will it sell? and how much will it cost? are the pitchman's by-words.

EVART FORD . . .
is working gyros at the Walgreen store, Milwaukee, to reported good results.

Commend, don't envy, the man or woman who has a real purpose in life.

GEORGE HAMILTON . . .
has joined Mac and George Sarfaty in Milwaukee, where he'll pitch candy at the Empress Theater. He rambled into the Cream City from the Gayety, Baltimore.

Pitchmen are the greatest sellers and demand creators in the world today.

REPORTS HITTING . . .
the pipes desk from Texas indicate great doings in the F. W. Grand store at Austin. Sighted there last week were Floyd Foster, who was pitching gadgets to big turns; Leslie Schey, with perfume, and Suzanne Sheedy, with a Christmas table plant demonstration.

Bluff will carry you a short distance, but it's brains on which you must base your hope for advancement.

AMONG THE BOYS . . .
sighted working Natchez, Miss., recently were Harmon Moritz, Norman Lawrence, Hughie Hart, Bill (Curly) Hayes, Slim Patterson, Big City Sneider, Chin Riley, Rube Bluestein, Davey Fine, Paddy (Goldtop) Dougherty and Pistol Pete Phelan.

Leave your tips satisfied and you have just written up the best of insurance policies for open towns.

Warren F. Roulston announces that the 84th annual poultry show will be held at the Weymouth Fair, South Weymouth, Mass., August 14-20. He is superintendent.

CUTI-PIE VIEWERS — CHANGEABLE PICTURES — LATEST SENSATION— YOU CAN QUICKLY CHANGE THE PICTURES

New releases, full color, beautiful models, sharp, clear lenses.
SAMPLE OFFER—2 Sample Viewers and 1 package slides sent prepaid, $1.00.
DEALERS—$7.80 for box of 2 dozen and display card.
Extra color slides 5 to package, $2.80 per dozen packages.

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STERLING SILVER HEART CHARM BRACELET $54.00 Gr.

with 5 beautifully engraved heart drops

Samples sent on request.
25% with order, balance C. O. D.

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FAST SELLING POCKET NOVELTIES

NOVELTY RUBBER SHIMMIE DANCERS	Doz. $ .70;	Hundred $8.00
PHOTO HANDLED POCKET KNIVES WITH BEADED KEY CHAIN	Doz. 4.20;	
"KILROY WAS HERE" PLASTIC STATUETTE	Doz. 1.20;	Hundred 8.00
"KILROY WAS HERE" COCKTAIL STIRRERS, ASSTD. COLORS	Doz. .80;	Hundred 5.00

SAMPLE OF EACH AND PRICE LIST SENT FOR 75¢ IN STAMPS.

MIDWEST MERCHANDISE CO. 1010 BROADWAY
KANSAS CITY, MO

Grand National Again Cops Ad, Publicity Award

(Continued from page 60)

were won by Calaveras County Fair; San Mateo County Fiesta, Kern County Livestock Show, Napa County Fair & Horse Show; Farmers Fair & Festival, Hemet; Mother Lode Fair, Sonora.

Small fairs awards for merit went to Mariposa County Fair; Humboldt County Fair, Ferndale; Lodi Grape Festival, Lodi; Placer County Fair, Roseville; Colusa County Harvest Festival; Santa Cruz County Fair, Watsonville; Del Norte County Fair, Crescent City; Tehama County Fair, Red Bluff.

Premium Booking Judging

In the premium book contest top honors for large fairs were taken by San Joaquin County Fair; California State Fair, Fresno District Fair; Santa Clara County Fair; Lodi Grape Festival. Merit awards: Grand National Livestock Exposition; Oregon State Fair, Salem, Ore.; Los Angeles County Fair; Pacific National Exhibition, Vancouver, B. C.

Small fairs awards for excellence were given to Monterey County Fair; Humboldt County Fair; Del Norte County Fair; Sacramento County Fair; San Fernando Valley Fair, Northridge; Mendocino County Fair, Boonville; Farmers Fair & Festival, Hemet. Awards for merit in the small fairs class went to 20th District Agricultural Fair, Auburn; Lake County Fair, Lakeport; Solano County District Fair, Dixon; Orange County Fair, Anaheim; Stanislaus District Fair, Turlock; 16th District Fair, Paso Robles; Kern County Fair; Modoc County Fair, Cedarville.

Top showmanship award for 1948 was given to the Colusa County Harvest Festival. Other winners were: Mother Lode Fair, Riverside County Fair and National Date Festival, Utah State Fair, Lodi Grape Festival, Los Angeles County Fair, California State Fair; Antelope Valley Fair, Lancaster, and the Calaveras County Fair.

John Knezevich, newspaper publisher and public relations director for Hollywood Park, told the gathering at the awards presentation that other winners might have been named had more attention been paid to the contest rules. Separate judges for the different contests was held by Knezevich to be the only equitable way of handling the awards, stressing that it was too large an assignment for one set of judges to cover all divisions.

The co-operation given fair managers by small town papers was termed "amazing" by John Long, general manager, California Newspaper Publishers Association, in an address before the assemblage. This was largely responsible for the record-breaking 1948 fair attendance, he said.

Polack, Robinson Set '49 Line-Up For Two Units

(Continued from page 58)

then play Fort Wayne, which it is taking over from the other unit. Joe O'Donnell again is in charge of the date at Hammond and Sam Ward at Fort Wayne. Ward reported his final '48 date at Terre Haute, Ind., was so successful it may be increased next year from three to six days.

Mickey Blue is in Chicago getting his promotion started for the Western Unit's annual engagement for Medinah Temple, dates of which are March 4-20, inclusive.

Executives to Coast

I. J. Polack, busy in his Chicago office since the close of the Eastern Unit's '48 season December 5 at Decatur, Ill., was accompanied to the Coast by Mrs. Polack and Karl (Kris) Krenkle for a stay of several weeks at the Polack ranch home at Van Nuys. Louis P. Stern, Polack partner and manager of the Western Unit, is in New York and will join the Polacks in California later. T. Dwight Pepple, general agent, will head for the Coast the first of the year.

Western's record-breaking '48 season, extending from January 11 to December 12, totaled 40 dates of from 2 to 17 days in 14 States and British Columbia. All but four were Shrine dates, three were for Sciots, and one for Knights Templar. Longest move was 2,200 miles from Indianapolis to Sacramento; shortest was eight miles from Oakland to San Francisco. The show played eight State capitals.

Even wider territory was covered by the Eastern Unit. This show's dates, ranging from two days to a week, were in 49 cities scattered over 21 States.

SALESBOARD NATURAL!

BRAND NEW 17-JEWEL GOLD-FILLED *Nationally Advertised* **WATCHES!**

This value puts a punch in your board operation! Smart new men's strap styles — finest Swiss movement — timed and cased in U. S. A. Guaranteed! Each watch in beautiful leather and plush gift box.

REGULAR $50.00 RETAILER

Only $19.50 Ea. Lots of 6 $17.50 Ea. 2 Doz. Lots

SAMPLE $23.50. 25% Deposit, Balance C. O. D.

KEYSTONE PRODUCTS CO.
800 N. Clark St. Chicago 10, Illinois

SELLS AT EVERY DEMONSTRATION!

PLASTIC MYSTIC PILLARS

Amazing cut and restored string trick. No skill required! Every youngster from 7 to 70 wants one!

Sample, 50¢.
2 Doz. MYSTIC PILLARS, $4.80.

D. ROBBINS & CO.
152-B W. 42d St.
New York 18, N. Y.

DOCTOR'S ORDERS

A Million Laughs in a Can

$1.25 a Doz.—$10.80 Gross

	Dozen	100 Lots
Oscillating Dogs	$2.25	$15.00
Kilroy Plastic Statuettes	1.25	8.00
Kilroy Cocktail Stirrers	1.00	5.75
Bottoms Up (Stifferin)	1.80	11.00
Megoscope Viewers	3.60	25.00
Novelty Squirters	$1.25 Doz.	$12.00 Gr.

Deposit With Orders, F.O.B. Phila., Pa.

M. S. POSNER
4851 N. 5th St. Philadelphia 20, Pa.

BIG PROFITS

Own your own business stamping key checks, name plates, social security tags. Sample with name and address 25¢

HART MFG. CO.
811 Degraw St.
Brooklyn, New York

"BELLA"
MIRROR-TINSEL DECORATED FRAMES

Horseshoe Frame illustrated is 6"x8". Retails 49¢ ea., your price $2.40 doz. Heavy concentration on other popular numbers allows 33⅓% reduction. Sample free. Write or telegraph orders to:

BELLA PRODUCTS CO.
Established 1938
41 Union Sq., New York City

HELP!

Why not try MANUFACTURERS for WHOLESALE prices on merchandise for resale? We have sources of supply for the following: Greeting Cards, Books, Perfumes, Religious Goods, Jewelry, Watches, Candy, Hosiery, Costume Jewelry, Pearls, Toys, Paper Boxes, Radios, Shirts, Fishing Tackle, Cotton Goods, Lamps, Luggage, Cameras, etc. Price $1.00 per item; any 3 items, $2.00. Other lists available.

KING DISTRIBUTORS
1888 Boston Rd. New York 60, N. Y.

PITCHMEN

Here it is, one of the best items ever to come out. Real profit. Everybody on the face of the globe a potential customer. Sells for 25 cents and is a repeat article, patented U. S. and Canada. Write for sample, inclosing cost of mailing, 10 cents. Satisfaction guaranteed. Samples mailed same day received. This is good, an article for service.

S. M. D. SALES CO., P.O. Box 625, Ontario, Oregon

SALESBOARD SIDELIGHTS

Universal Distributing Company, St. Louis, announced the appointment of Thomas F. Collins as sales manager last week. Firm handles a combined line of boards, ticket deals and premiums. . . . Joseph Berkowitz, head of Bee-Jay Products, Chicago, and Universal Manufacturing Company Kansas City, Mo., is in a whirl these days, preparing for his two-firm exhibit at the Chicago board show at the Sheraton, January 17-19. He states that finishing touches are being given to a series of revolutionary deals which he and his associates have designed for '49. Berkowitz says that the new members are "a complete departure from anything on the market at this time." They will be unveiled in Rooms 3403 and 3404 at the Sheraton showing, and free food and drinks will also be on the menu.

Harold Boex, Pioneer Manufacturing Company, Chicago, vice-president, took off on a two-week Southern trip Monday (13). He expects to be back in time to "spend the holidays at home." . . . Manny Gutterman, Harlich Manufacturing Company's (Chicago) traveling sales director, blew back in town last week and again cooked up plans to hit off on another jaunt. "No Moss" Gutterman, the staffers dub Manny, after that old rolling stone saying. He is covering St. Louis, Kansas City, Omaha and "points thereabouts" during the one-week trip. Nathan Rake, head of Rake Coin Machine Exchange, Philadelphia, was a Harlich visitor during the week.

Gay Games, Inc., and its associate concern, Noel Manufacturing Company, both Muncie-ites, are hitting the high tide of operator-acceptance of their products. Gay Games, after recently adding to its sales representative force reports increased business activity and Noel Manufacturing, spotlighting its Box Score baseball machine, states that the item has been placed in all sections of the country. Guy Noel, head of both concerns, says that the Gay-a-Tic line continues to be tops in sales appeal.

Jack Morley, Container Manufacturing Company, St. Louis, comes up with the good news that the trade appears to be on threshold of a good business year. A definite trend indicates that after the new year bows in, current optimism will be borne out. Container's new Silver Front boards are catching the operator and player eye, Jack says. Fronts are of metallic silver to give a glittering effect and instead of being printed they are all oil screen processed, resulting in an unusually smooth job. Jack cites George Zweiger, newly appointed Eastern sales manager, for his jack-pot job covering Western Pennsylvania, New York and New England areas. Also, Dave Collis, who last week took over the South Carolina, Georgia and Florida territory, comes in for a pat on the back.

Charles Leedy, Gardner & Company, Chicago, returned from his two-week flying trip thru Florida, Alabama and Georgia Saturday (11). He plans to remain in Chicago until after the first of the year. Says business during his jaunt turned up very good, and that more of the same is on the books for '49 if current indications hold true. As in former years, President Irwin Feitler is preparing to host the big employees' Christmas party which is scheduled shortly.

IF?

You Want Fast Delivery
Beautiful Salesboards
Full Count Jar Deals
FAIR PRICES

Write

GALENTINE NOVELTY CO.
322 E. Colfax Ave., South Bend 24, Ind.

PUNCHBOARD SALESMEN
WANTED

LEADING MANUFACTURER, FULL LINE, GOOD COMMISSIONS.

States Available: ARKANSAS, COLORADO, IOWA, KANSAS, KENTUCKY, MICHIGAN, MISSOURI, MONTANA, NEBRASKA, NORTH DAKOTA, OREGON, SOUTH DAKOTA, TENNESSEE, WASHINGTON, WISCONSIN AND WYOMING.

New, sensational numbers being readied now for the January buying spree. Get your liberal part of their sure sales.

WRITE BOX 238
c/o Billboard
155 No. Clark St. Chicago 1, Ill.

Want Experienced Punchboard Salesman

In replying give age, marital standing, education, present and past employers, exact territories and length of times covered, etc. Write freely and frankly. This is a high-grade position for a high-grade man. Your letter will be kept in strict confidence.

BOX NO. 236
c/o The Billboard 155 N. Clark St., Chicago

START 1949 WITH A BANG!

M E R R Y C H R I S T M A S F R O M J A R - O - D O

FIFTY PLAY FIFTY
NUMBERS 13-113-213 313 EACH RECEIVE $5
800 FREE PLAYS
NUMBER 777 RECS $10
NUMBERS 413-513-613 713 EACH RECEIVE $5
THE FOLLOWING TICKETS WITH THE LAST NUMBER ENDING IN 1-3-5 7 OR 9 -ARE- FREE
THE FOLLOWING TICKETS WITH THE LAST NUMBER ENDING IN 2-4-6 8 OR 0 COST THE PLAYER 25¢
THE FOLLOWING NUMBERS
EACH RECEIVE $1.00
THE FOLLOWING NUMBERS
EACH RECEIVE $1.00
LAST SALE ON SPINDLE RECEIVES $5.00

DON'T FAIL TO CONSIDER THESE NEW MONEY-MAKING DEALS DESIGNED BY JAR-O-DO. THEY'RE HOTTER THAN A FIREPLACE ON XMAS EVE.

● ●

FIFTY-FIFTY PLAY

(1600 Tickets—800 Free)
TAKES IN 800 TICKETS
@ 25c............$200.00
PAYS OUT (ACTUAL) 150.00
PROFIT (ACTUAL) ......$ 50.00

BEAUTIFUL ATTRACTIVE COLOR SCHEMES

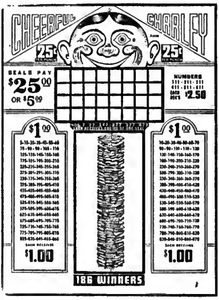
●

JUST RE-ORDER TICKET REFILLS AND JACKPOT CARDS WHEN NEEDED. THE BOARDS CAN BE USED MANY TIMES.

● ●

CHEERFUL CHARLEY

TAKES IN 1200 TICKETS
@ 25c.......$300.00
PAYS OUT (AVG.).. 223.02
PROFIT (AVG.)....$ 76.98



J A R - O - D O W I S H E S Y O U A M E R R Y C H R I S T M A S

IMPORTANT NOTICE
FOR MORE PROFITS IN 1949

Don't fail to see Universal's Display of New Hot Deals in the Ticket Line and Bee Jay's Display of Colossal New Boards at the Sheraton Hotel, Rooms No. 3403 and 3404, in Chicago, January 17, 18, 19, 1949.

SPECIAL NOTICE

We are bringing with us to the show 12 complete New Deals (especially good for closed territories) never before shown to the public. There will be no samples or literature of these items until the show, so make it a must to see us. Be the first with latest. It's a must.

UNIVERSAL MANUFACTURING CO.
"THE WORLD'S FOREMOST MFR. OF JAR GAMES"
405-411 E. 8TH STREET KANSAS CITY 6, MISSOURI

SALESBOARDS—*All ORDERS Shipped Same Day Received*

Holes	Play	Description	Profit	Price
400	6¢	Lucky Bucks, Thick ....Def	$ 7.00	$ .65
1000	25¢	J.P. Charley, Thick ....Avg.	51.55	1.25
1200	25¢	Texas Charley Thick ....Avg.	102.90	1.60
860	5¢	Fully Packed, Thick, Girl Board ....Avg.	26.20	2.75
880	5¢	It's the Knots Thick, Girl Board ....Avg.	26.25	3.75
1000	5¢	Barely Speaking, Thick, Girl Board ......Avg.	29.60	2.75
1000	5¢	Glovely Lady, Thick, Girl Board ....Avg.	26.60	2.75
1300	5¢	Pick a Cherry, Thick, Seal Board ....Avg.	60.04	3.50
300	25¢	Fin & Sawbuck, Thick, 6 Nos. to Ticket ..Avg.	33.15	3.65
220	25¢	Kwick Fin, Giant Holes, 5 for 25¢ ......Avg.	26.75	2.80

WRITE FOR OUR LATEST ILLUSTRATED PRICE LIST

JAR TICKETS
RED, WHITE AND BLUE
LUCKY SEVEN
BINGO TICKETS
on Sticks—Sizes 1000-1200-1260

Stating your requirements. Large stock Plain Tip, Definite, Jackpot Boards, Coin Boards, Super Giant Holes and all kinds of Cigarette Boards. 1¢, 2¢ or 5¢. 25% deposit with all orders—balance C. O. D.

MICHIGAN CITY NOVELTY CO. BOX 66, MICHIGAN CITY, INDIANA

GIVE TO THE DAMON RUNYON CANCER FUND

Albuquerque Icery Opens; Hockey Games on Schedule

ALBUQUERQUE, N. M., Dec. 18.—Some 2,000 skating enthusiasts were on hand Saturday and Sunday, November 20 and 21, at Albuquerque's Ice Palace when it opened its doors for public skating.

The $250,000 building is 250 feet long and 150 feet wide with permanent seating capacity of 3,500, altho it will seat 5,000 for ice shows, [illegible],000 for basketball and 10,000 for conventions. An $85,000 refrigeration unit was installed.

Formal opening of the arena was held November 26 when the Colorado College Tigers played the Wichita Beechcraft Flyers in a hockey game before 2,000 spectators. The following night the teams drew 3,000 people.

SEE WHAT YOU BUY

Yes, at RAKE you see what you buy because we have on display, in our specially built SALESBOARD SHOWROOM, the largest selection of salesboards and jar deals in the nation . . . including COIN BOARDS . . . AVERAGE PAYOUTS . . . DEFINITE PAYOUTS . . . BLANKS . . . 6 for 25¢ and all the rest. We sell at factory prices to established operators and jobbers.

Visit our salesboard showroom or phone today!

IMMEDIATE DELIVERY

Rake COIN MACHINE EXCHANGE
609 SPRING GARDEN ST.
PHILA. 23. PA.
LOMBARD 3-2676
Distributors of Coin-Operated Machines and Salesboards

SALESBOARDS
WHOLESALE "NET" PRICES—25% DEPOSIT

Holes	Name	Prof.	Price
1000	25¢ J.P. Charley, XX Th. Avr.	$52	$1.48
1800	5¢ Lulu Board, XX Thk. Def.	18	1.48
1200	25¢ J.P. Tex. Chas., Tk. . Avr.	102	2.25
100	5¢ J.P. Siesta, Tk., Pr. . Avr.	25	2.25
NEW! 6 TICKETS PER HOLE BOARDS			
200	25¢ They All Go . . . . . . Def.	$24	$3.38
200	25¢ Dixie . . . . Max.	33	3.53
200	25¢ The Comet . . . . Max.	32	3.48
1200	25¢ J.P. Cheerful Chas. . Avr.	$77	$2.82
1800	5¢ Bubbles, Thick, Jum. Def.	30	2.75
365	5¢ J.P. Rosebud, Girlie Avr.	28	2.95
1027	5¢ J.P. Hollywood, Jum. Avr.	27	3.54
1000	10¢ J.P. Jumbo Hole, Th. Avr.	45	3.88

Write for "New Wholesale" Bulletin. 10th year giving immediate delivery on finest boards.

LEGALSHARE SALES
P. O. Box 85-B Huntington Beach, Calif.
(Phone 2842)

Callahan's Rollery In School Tie-Up

(Continued from page 67)

with the high school recreation office. The club will meet Sunday afternoons. Those who wish to sign for Sunday afternoon roller skating may do so without joining the club, but registration is required, Fontana said.

MONTEREY, Calif., Dec. 18. — Northern California members of the United Rink Operators met November 27 in Mr. and Mrs. Paul J. Gilbert's Del Monte Rollerdrome to discuss public school roller skating classes in relation to the ability of pupils to earn athletic credits in skating. It was brought out in the meeting that classes should be instructed by qualified professionals and that skating activities should be in accord with rules of the Amateur Athletic Union, which governs school athletics in the country.

In attendance at the meeting were Anthony Callahan and his mother, Auditorium Roller Rink, Watsonville; Mr. and Mrs. George Girnus, Skateway, Merced; Mr. and Mrs. Clifford Neschke, Pasadena; Mr. and Mrs. Gilbert, and W. S. Van Winkle, Port Chicago.

COOPERSMITH PUTS

(Continued from page 67)

were entertained by radio personalities, including Cowboy Adams, Slim the Driftin' Cowboy, Jimmy Carter, Don Owens, Ben Nopolini, and the Western Aces. The entire program was broadcast by Station WVCH. During the banquet Coopersmith made a Thanksgiving address over WVCH and WPWA in which he urged citizens to give assistance to public institutions caring for the children. The address was reprinted in full the next day in *The Chester Times*, consuming two columns of space.

The children spent the remainder of the afternoon roller skating. It was climaxed by a skating show, in which Great Leopard's national champions took part, and refreshments.

Mineola's Gobbler Parties

MINEOLA, L. I., N. Y., Dec. 18.—Earl Van Horn, operator of Mineola Roller Rink, gave away 21 15-pound turkeys at two parties held prior to Thanksgiving. Wednesday night (24) 15 birds were awarded to adults as door prizes. The preceding Saturday the rink offered a costume party for children, with three girls and three boys splitting six gobblers between them for finest, most original and funniest costumes.

A Closed View. Size 6"x4"

"BABY BOOK"

A small pocket sized board suitable for closed territories. Board is a 1,000-hole baby midget. Fill in your own price per sale and your own awards, either cash or merchandise, by using the gummed stickers that come with each board. Cover is beautifully embossed in gold on leatherette.

1000 B. M. HOLES, THIN, FORM NO. 11955
50 SEALS—5 ARE TAKEN
72 CONSOLATION PRIZES

HARLICH MFG. CO.
1200 NORTH HOMAN AVENUE
CHICAGO 51, ILLINOIS

AREA CHAIRMAN

(Continued from page 60)

ager Carl Mills, Calaveras County Fair, "Holiday From Things" luncheon, and President Mrs. Roy Robinson, Yolo County Fair, horse show.

Committee Heads

Other committee chairmen included Publicity Director Al Buhot, Santa Clara County Fair, news bureau and press-radio prize presentation; Manager Sam Kellett, Napa County Fair & Horse Show, novelties-gifts; Publicity Director Fred Grey, Grand National Exposition, publicity and contests; General Manager John Long, California Newspaper Publishers Association, advertising-publicity; Secretary-Manager T. A. Dodge, Fresno District Fair, racing; Secretary-Manager J. E. Whitaker, Butte County Fair, registration; Secretary-Manager E. G. Vollmann, San Joaquin County Fair, showmanship judging; President John Lagomarsino, Ventura County Fair, resolutions; Assistant Manager George Wise, Santa Clara County Fair, Fairman's Fair Wanderland Exhibits, and President Paul Mannen, San Diego County Fair, two-minute speakers' committee.

Some 400 of the 500 anticipated delegates were on hand for registration opening day (6) and the evening buffet dinner served in the Sainte Claire Hotel's Empire Room. Following the dinner, Abel & Nelson booking office furnished a show composed of Don Zelaya, concert pianist, and Bert Henderson, impersonations.

Fair Movies

After general discussions the delegates viewed motion pictures made of the following fairs: Los Angeles County, California State, San Joaquin County, Humboldt County; Third District; Chico, and the Calaveras County Fair and Frog Jubilee.

Highlight of the convention's third day was the "Holiday From Things" luncheon held in the cow barn at the Santa Clara County Fairgrounds, adjacent to the city. To carry out the zany idea, tables were placed in the stalls. An estimated 300 attended.

Following the luncheon the Fairman's Fair opened in the city auditorium where some 50 commercial exhibits were set up over a 6,500 square foot area.

Following general meetings Thursday and Friday and the awarding of prizes, the convention closed with a dinner dance and show at the Hawaiian Gardens.

AOW SPEED EVENTS

(Continued from page 67)

skaters are turning to racing that it was recently decided to close entries January 1 for the remainder of the season because competitors could not be accommodated, said Edwards. Currently at least 105 racers compete in the 16 or more events at the bi-weekly meets.

Edwards also reported that the races are attracting a large following of spectators who travel to the various events in busses along with competitors, some traveling as much as 200 miles to view the contests.

LUPTOW 3D HIGH

(Continued from page 60)

Homer Clayton, Tampa, 80; Warren Hamilton, San Mateo, Calif., 80; John Purdy, Kirkwood, Mo., 80; Bill White, Rock Island, Ill., 75; Peter Allas, Austin, Minn., 70; Richard Dias, 70; Clarence Ketter, Utica, Ill., 70; A. H. Givens, Shreveport, 65; C. T. Waller, Blakeley, Ga., 60; Henry M. Wheeler, Grand Forks, N. D., 55; Carl Drexler, Louisville, O., 50; Chester Morteneon, Minneapolis, Minn., 50; Jack Ryan, Indianapolis, Ind., 50, and Lloyd Thureton, Waterloo, Ia., 50.

Bill Baker, Orlando, Fla., 40; Red Ballon, Moberly, Mo., 40; Cotton Jackson, Tampa, Fla., 40; George J. Walter, Chicago, Ill., 40; Don Bronn, Wichita, Kan., 35; Harry Moyer, Crown Point, Ind., 35; Joe Savage, Kendall, Fla., 35; Stan Irwin, Miami, Fla., 30; Keith Sapp, Macomb, Ill., 30; Ted Stubbe, Chicago, 30; Kirk Washburn, St. Paul, 30; John Allas, Austin, Minn., 25; Bob Koenig, Chicago, 25; Clair Peterson, Walnut, Ill., 25; Frank Wingate Jr., Shelbina, Mo., 25; Max Hone, Kingsley, Ia., 20; Jerome E. Kubik, Gary, Ind., 20; Bill LaRue, Mathersville, Ill., 20; Jack LeVan, Indianapolis, 20; Neal Weymouth, Tampa, 20; Jack Fisher, Moline, Ill., 15; Fred E. Nelson, Minneapolis, 15; Frank C. Weeks, Tampa, 10; LeRoy Shackelton, Minneapolis, 5, and Hank Snyder, Minneapolis, 5.

WFA FAIRS SET DATES

(Continued from page 60)

ton, August 20-28; Lassen County Livestock Show, Susanville, August 23-28; San Francisco Flower Show, San Francisco, August 24-25; Pacific National Exhibition, Vancouver, B. C., August 24-September 8; 18th District Fair, Paso Robles, August 25-28; Nevada County Fair, Grass Valley, August 25-28, and Placer County Fair, Roseville, August 25-28.

Trinity County Fair, Hayfork, August 26-28; Amador County Fair, Plymouth, August 26-28; Modoc County Fair, Cedarville, August 28-28; Washington County Fair, Hillsboro, Oregon, September 1-3; San Fernando Valley Fair, Northridge, September 1-5; California State Fair, Sacramento, September 1-11; Lake County Fair, Lakeport, September 2-5; Mariposa County Fair, Mariposa, September 3-5; Intermountain Fair of Shasta County, McArthur, September 3-5; Oregon State Fair, Salem, Oregon, September 8-11; Antelope Valley Fair, Lancaster, September 8-11, and Shasta District Fair, Anderson, September 8-11.

Santa Clara County Fair, San Jose, September 12-18; Merced County Fair, Merced, September 13-18; Glenn County Fair, Orland, September 14-18; Butte County Fair, Gridley, September 15-18; Siskiyou County Fair, Yreka, September 18-18, and 20th District Agricultural Fair, Auburn, September 16-18; Lodi Grape Festival, Lodi, September 16-18; Contra Costa County Fair, Antioch, September 15-18; Los Angeles County Fair, Pomona, September 16-October 2; Utah State Fair, Salt Lake City, September 17-24; Western Washington Fair, Puyallup, Washington, September 17-25; Tulare County Fair, Tulare, September 20-28, and Colusa County Harvest Festival, Colusa, September 22-24.

Tehama County Fair, Red Bluff, September 22-24; Monterey County Fair, Monterey, September 22-25; Peach Bowl Festival, Yuba City, September 23-25; Kern County Fair & Horse Show, Bakersfield, September 27-October 2; Kings County Fair, Hanford, September 26-October 1; Central Washington Fair, Yakima, Washington, September 28-October 2; Madera District Fair, Madera, September 29-October 2; Santa Cruz County Fair, Watsonville, September 29-October 2; Fresno District Fair, Fresno, October 2-8; Farmers Fair & Festival, Hemet, October 5-8; Ventura County Fair, Ventura, October 5-8; Mendocino County Fair, Boonville, October 7-8; Pacific International Livestock Exposition, Portland, Oregon, October 7-15; Grand National Livestock Exposition, San Francisco, October 28-November 8; Great Western Livestock Show, Los Angeles, November 28-December 1; Far West Turkey Show, Turlock, November 20-December 3.

OUTLOOK BETTER

(Continued from page 67)

much if not all of the show business tax authority over to State-local governments.

Whether complete elimination of the 20 per cent federal bite on rink admissions would result in an actual tax saving to the rink operator would depend on subsequent actions of individual States and communities in raising their own admission tax rates. Operators, at least, would have a chance to battle in their own States to hold increases to a minimum.

BILLER SPENDING

(Continued from page 56)

to-date cookhouse, valued at $11,700; two 60-k.w. Diesel plants on wagons, being built by the Lewis Diesel Company, Memphis; a big top, a 110 with three 40's, a marquee and cookhouse tent, and a Side Show top, all from the O. Henry Tent & Awning Company, Chicago. The Side Show top will be a 70 with two 30's.

Stahlman said he and his brothers are convinced they will have at least $200,000 invested when the show opens in April. At first, he said, they figured on spending around $140,000, "but I can see now the figure will be close to $200,000."

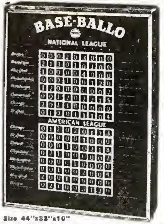
The show's staff is about set. Maley will be office manager; Hy (Sturmak) Stahlman, treasurer; Betty Biller, Art Stahlman's wife for whom the show was named, secretary; Roy Bible, equestrian director; Jack Bell, musical director; Enoch Bradford, superintendent of canvas; Winn Partello, superintendent of concessions; Walter Rogers, mechanical and transportation superintendent; Stephen Kuzmicz, in charge of billposters, lithographers and brigade, and Gus Taliaferro, front door.

At present only a small crew is working in winter quarters in Mobile because of the holiday season. Right after the first of the year, however, Stahlman said, there will be a crew of between 40 and 50. Pete Pierce is in charge of the carpenter shop; R. Emerson, in charge of the paint shop; Steve Fanning, motor equipment shop, and Marvin Dean, in charge of stock.

Stahlman said the show will play Eastern territory.

ELECTRIC BASE-BALLO SCORING MACHINES

Leads the field in looks, service and appeal



Size 44"x32"x10"

Satisfaction guaranteed, or money refunded if returned undamaged within 60 days.

IMMEDIATE DELIVERY—Price $273.00.

1/3 down, balance C. O. D.

BANISTER & BANISTER DIST. CO.

444 Mass. Ave. Indianapolis 4, Ind.
Riley 4617

SALESBOARDS AT SLASHED PRICES

Holes	Name	Profit	Price
800	25¢ Pin & Sawbuck . A.	$33.15	$2.25
420	25¢ Double Sawbuck . . A.	43.68	2.50
1000	25¢ JP Charley, X. Tk. A.	51.68	.90
1000	25¢ JP Charley, X. Tk., Pro. . . . . A.	31.68	1.10
1200	25¢ Tex. Charley, X.Tk. A.	102.26	1.45
1000	1¢ or 5¢ Cigarette Boards		.60
1000	Plain Boards		.53
1000	or more 3¢ Assorted Girl Boards, Double Jackpot with $25 Top . . . . A.	30.00	2.23
1000	Bingos on Sticks		.60
1260	Bingos on Sticks		.75
1800	Bingos on Sticks		1.05
74	Seal Jackpot Card for Bingo		.59
100	Hole Punchboard Top for Bingo . .		.30
	Special Offer in Lots of 100 or More		
1230	Bingo and 74 Seal Card		1.03
1230	Bingo and 100 Hole Punchboard Top		1.60

We carry a complete line of jar tickets and pad deals. Quantity buyers, write for special prices on such items as you use not listed above.

T. & C. SALES COMPANY

207 North Sandy Street Jacksonville, Illinois

PUSH CARDS

PUSH PUSH

All sizes of straight or skip number cards with Girls' Names and winner under Seal. Also cards with every push a winner. Immediate shipment from stock.

FREE CATALOG—Write

W. H. BRADY CO. MFRS.
CHIPPEWA FALLS, WISC.

NO OTHER BOARD CAN MAKE THIS STATEMENT

MORE OPERATORS and JOBBERS USE

PROFIT BOARDS

THAN ALL OTHERS COMBINED

IT'S A FACT!

PROFIT MFG. CO.
50-11 40th St. L. I. C. 4, N. Y.

64 Pg. CATALOG FREE!

QUALITY GLOSSY PHOTOS 6¢

If you want quality photo-reproductions and fast service, order from us. We make them by the thousands.

100—8 x 10's for . . . $ 7.50
500—8 x 10's for . . . 32.50
1000—8 x 10's for . . . 60.00

Negative charge of $2.00

Post cards in quantity, 2½¢ each.
Write for price list and samples on other sizes.

50% deposit, balance C. O. D.

QUALITY PHOTO SERVICE

Perkins St., Box 42 Bristol, Conn.

USED COIN-OPERATED MACHINES

Music ● Vending ● Amusement ● Bells ● Counter

Only advertisements of Used Machines accepted for publication in this column.

RATE—12c a Word . . . Minimum $2

Remittence in full must accompany all ads for publication in this column . . .
No charge accounts.

Forms Close Thursday for the Following Week's Issue

A-1 BARGAINS — CIGARETTE AND CANDY Vending Machines. All makes, models, lowest prices. What have you to sell? Mac Postel. 6416 N. Newgard Ave., Chicago. ja8

A FEW LIKE NEW COIN OPERATED 10c AND 5c Hot Popcorn Vendors. Salesmen's Demonstrators. Offered as used at $67.50 each. 100 bag capacity. Write Cebco, Dept. E. S. A., Peoria, Ill. de25

ADVANCE MODEL "D" BALL GUM MACHINES filled with half gum, 1 to 9, $8 each; 10 or more, $7 each. Devices Novelty Sales Co., 467 N. Milwaukee Ave., Chicago 10, Ill. MOnroe 6-7533. ja15

ADVANCE NORTHWESTERN COLUMBUS OR Silver King, with 5 lbs. Peanuts or 1,006 Balls Gum, $9. Booklet: "Dollars From Pennies," free. T. O. Thomas Co., 1572 Jefferson, Paducah, Ky. de25

ATTENTION: ALL STAMP MACHINE OPERAtors and Distributors—We are Mill-Manufacturers of all standard size Stamp Folders. Regardless of quantities you use, our prices are guaranteed lowest. Write for our free samples and prices. Flatto, 17 W. 66th St., NYC.

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CHROME FORD BALL GUM MACHINES LIKE new, $11.75 each; 3 for $35, 9 for $99. Old style Columbus, $5. 25 lbs. Gum, $7.56. Used machine lists free. Graeff, 1232 Broadway, Toledo 9, O de25

CIGARETTE MACHINES—ALL MAKES AND Models. Guaranteed to be the best. The baked paint job you get can't be beat. We also buy machines! Parts and Mirrors always in stock. Fred Stumm, 337 South Lawrence St., Philadelphia 7, Pa. Lom 3-2042 ja8

CIGARETTE MACHINES BOUGHT, SOLD, REpaired, 25¢ conversions. Stamp Machines, $20.50; Candy Bar Machines $15; Imps, $12.56. Central Vending Machine Service Co., 3967 Parrish St., Philadelphia, Pa.

COIN OPERATED TYPEWRITERS — DEMONstrators. Like new, sturdily built, $95 each. Howard Machine Products Co., 2754 Diversey Blvd., Dept. CT, Chicago 47, Ill. de25

DIGGERS WANTED — IRON CLAWS, MUTOscopes, Buckleys, old Eries, Electro Hoists, Merchantmen, Rotary Merchandisers. We pick up. J. W. Landi, 323 Sanford, Upper Darby, Pa.

FOR SALE—ONE DELUXE PANORAM, EXcellent condition, $795; 1/3 deposit. Birmingham Vending Co., 2117 North 3d Ave., Birmingham 3, Ala. de25

FOR SALE—100 1 OR 5c COMBINATION Northwesterns (plastic globe) or 100 Magic 1-2-3 Ball Gum Machines which will vend anything else. $7.95 each. Supreme Gum or Peanut Machines, $4.95. Al Hoff, 1918 Rose, Baltimore 13, Md. ja8

FOR SALE—50 5c CASH TRAYS (USED) @ $2.95 ea.; cash with order. Birmingham Vending Co., 2117 North 3d Avenue, Birmingham 3, Ala. de25

FOR SALE—50 SEEBURG RAY GUNS WITH Mother-in-Law and other conversions in first class condition. Priced very low for immediate disposal. Any quantity. Reliable Skee Ball Co., 2512 Irving Park, Chicago, Ill. ja1

FOR SALE — 52-MACHINE CANDY VENDOR route, metropolitan area, St. Paul, Minn., good locations, all equipment only one year old. Reason for selling, other business requires full time. Box C-200, Billford, Cincinnati 22, Ohio.

FOR TRADE—WILL TRADE 3 MINIT POP 10¢ automatic Popcorn Poppers for good coin radios. R. J. Anton, 5310 Juniper Dr., Mission, Kan.

IRON CLAW DIGGERS, MERCHANTMEN, Buckleys, Mutoscopes, Electro Hoists, Exhibit Rotary Merchandisers, Mutoscope Magic Fingers, National, 4243 Sansom, Philadelphia, Pa.

LIKE NEW — 15 VICTORY VENDING MAchines. Best reasonable offer. Write Erwin Miller, 1016 N. Granger, Saginaw, Mich.

PENNY PEANUT AND GUM MACHINES AT special low prices. Northwestern, Advance, Silver King, etc. De Cotes, 29 Prospect Ave., Binghamton, N. Y. de25

PICK-UPS VENDORS—HAVE FIVE AIR CONditioned United States Vending Corp. 5¢ candy vendors, 500 bar capacity. 3 like new, 2 demonstrators. Will sell one or all at wholesale cost. R. J. Anton, 5310 Juniper Dr., Mission, Kan.

RAY GUN OPERATORS — CONVERT WITH our new type extra moving target conversions. Complete ray gun repair services. Write: Coin Amusement Games, Inc., 1623 E. 47th St., Chicago, Ill. ja8

REBUILT POPCORN MACHINES FOR SALE—Fully guaranteed, priced from $150. Consolidated Confections. 1314 S Wabash, Chicago 5. Ill. de25

SLIGHTLY USED ADVANCE BALL GUM MAchines with 1,000 Balls Gum, $9 each. John Horn, 2965 Hickory, Abilene, Tex. de25

SPECIAL—BLUEBIRD BALL GUM MACHINE. Filled, ready for location, $6. Sun or Star Peanut Machine, filled, $5. T. O. Thomas Co., 1572 Jefferson, Paducah, Ky. ja1

WANTED TO BUY—CIGARETTE AND CANDY Machines. Also Counter Games. Get on our mailing list for new and used Vending Machines and parts. Devices Novelty Sales Company, 467 N. Milwaukee Ave., Chicago 16, Ill. MOnroe 6-7533. ja1

WANTED—100 TRAYS FOR ADAMS-FAIRFAX Cash Trays, also 100 Bottom Locks for same. King-Pin Equipment Co., 826 Mills St., Kalamazoo, Mich.

WANTED—NATIONAL SKEE BALL ALLEYS, 14 ft. Also Arcade Machines. Pennyland, 1658 Broadway, N. Y. Circle 5-9853. ja8

5 BALLY DELUXE DRAW BELLS, $220—A-1 condition; will ship open for buyer's inspection. 2 Bally Wild Lemons at $320 each. R. E. Hershner, Iberia, Ohio.

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DETROIT OPS LOOK TO '49

Music, Games First To Show $$$ Increases

Vender Interest High

By H. F. Reeves

DETROIT, Dec. 18.—The tone of the coin machine industry in this area is definitely more optimistic at this time than it would have been in a survey only a few weeks ago, the pick-up coming chiefly in the music and games fields. Actually, the build-up has not meant too much to date in gross returns, but it is an encouraging sign, after a year that saw most branches of the business drop below 1947.

The general trend of Detroit business is a peculiar one, with anticipation by many business men of a coming slump. Much of this pessimism is based on fears over the political situation with a fairly common point of view among executives that a combination of business and political factors, plus the international situation, are likely to mean a business recession.

Annual reports from the general retail business, discounting the Christmas shopping boom, give some ground for these beliefs, with the

(See MUSIC GAMES on page 80)

Cut Proposed Coin Machine Tax in Akron

Exclude Vending Units

AKRON, Dec. 18.—A watered-down version of a proposed tax on all coin-operated mechanical devices, excluding vending machines, is ready for presentation to the city council here.

The ordinance will levy a $5 annual licensing tax on juke boxes and pinball machines, eliminating vending machines entirely.

At first, it was proposed to license every vending machine, even those dispensing postage stamps. The proceeds were to have been used to help defray the cost of city government.

In 1943, when the city attempted to impose a $20 annual tax on the machines, Judge Frank H. Harvey agreed with the machine operators that the ordinance was "uncertain and vague" and dismissed it as being illegal.

Ask Fair Tax

This year a group of councilmen had hoped to boost the city's income $40,000 by taxing coin machines. The plan was to put a $10 license on each machine, plus an additional 3 per cent amusement tax on the juke boxes and pinball machines.

The machine distributors protested. Many of the machines would be withdrawn from their locations and the estimated $40,000 would be cut in half, they warned.

A reasonable tax of $5 per machine

(See CUT PROPOSED on page 92)

Elco To Introduce Bowling Game During '49 CMI Show

BAYONNE, N. J., Dec. 18.—The Elco division of Electric Boat Company here will enter the coin-operated amusement game business next month when it introduces its bowling alley at Coin Machine Institute's (CMI) exhibition in Chicago's Hotel Sherman, January 17-19. Elco, well known as the designer and builder of PT boats and as a manufacturer of motor cruisers for 56 years, purchased the bowling game from Strike, Inc., Jersey City firm which introduced the game at the 1948 CMI show.

During the past three months, Elco and Strike engineers have been doing developmental work to improve the device. Raymond Loewy Associates were called in to stylize the cabinet.

Electric Boat officials guessed that their multi-million dollar company would be the largest concern supplying the amusement game industry. Preston Sutphen, vice-president and general manager of the Bayonne plant, said that the game will be called Elco-Bowl, is 18 feet long, 26 inches wide, and uses smaller balls than were used in the 36 alleys which Strike actually completed. Elco plans to sell the bowling game in the neighborhood of $1,000 or $1,100.

Sutphen said that the company's sales plans and policies are now being mapped. Elco's own selling organization, Sutphen said, will be expanded by connections with dealers, operators and other individuals in the coin machine industry. The sales organization will be enlarged before and during the CMI show, Sutphen said.

Maple Alley

Elco-Bowl has a maple alley bed, built to somewhat less than one-third the scale of a standard bowling alley. It has an electric pin mechanism at its far end. The player rolls a ball—slightly smaller than a duck pin ball—down the alley toward the 10 pin images where strikes and scores are automatically tallied on the illuminated screen. The game operates on a dime and the playing cycle averages from two to two and one-half minutes.

The Elco division of Electric Boat Company was established in Bayonne in 1892. Since that time it has pioneered in designing and building all types of motor vessels. The Elco division is generally credited with introducing assembly lines to the boat building business.

CMI To Pick New Officials At '49 Event

Presidency Big Question

CHICAGO, Dec. 18.—Members of the board of directors of the Coin Machine Institute (CMI) will meet in the Crystal Room of the Hotel Sherman the day before the opening of the 1949 convention to elect new directors and officers. Principal interest centers on the presidency of the organization since Dave Gottlieb has affirmed his decision to retire from the office he has held for nine years.

In addition to Gottlieb, whose term as a board member also expires, the terms of Vice-President Sam Wolberg and Secretary Herb Oettinger likewise end with the annual meeting. Oettinger was appointed to the board earlier this year to fill the vacancy caused by the resignation of Jim Gilmore. Herb Jones, treasurer, will be up for re-election to that office, but his term as a director continues.

There are likewise two unfilled vacancies on the boards—one caused by the death of John Chrest, the other occasioned by the resignation of George Ponser. These unexpired terms, which will be filled at the January 16 meeting, run thru 1951.

Holdover members of the CMI board are Walter Tratsch, Louis Gensburg and Harry Williams. A nominating committee composed of Walter Tratsch and Sam Wolberg has been appointed.

Will Liquidate Allite Assets

LOS ANGELES, Dec. 18.—Joseph Rosenberg, liquidator for the assets of the Allite Manufacturing Company, Inc., makers of automatic bowling games, under order of a trustee in bankruptcy, has been ordered to sell all assets immediately.

Rosenberg said that he had been directed to sell the inventory valued at $275,000, which includes 29 finished machines, patents, jigs and dies. Along with the finished machines, a complete line of parts is being offered.

ICC Weighs New Freight Rate Boost

RR Car Output Lags

WASHINGTON, Dec. 18.—Interstate Commerce Committee (ICC) is weighing the request of railroads for a new 13 per cent rise in freight rates after hearing testimony in support of the hike last week from rail representatives. Meanwhile, the Office of Defense Transportation (ODT) claimed that under Commerce Department's steel allocation program, it will take 25 years to fill freight car requirements.

Rail representatives told ICC that the 13 per cent increase can be borne by commerce and industry "without detriment." Because of anticipated wage increase, witnesses claimed, 1949 will be disastrous for the railroads unless the rise is granted.

ODT Director J. M. Johnson said that Commerce's program of supplying steel to permit the construction of 10,000 new freight cars monthly is at least 4,000 cars short of requirements. A minimum of 2,000,000 cars is the figure generally accepted as being required to meet present-day needs, Johnson declared.

Philly Stores Revive Midget Movie Machs.

See Year-Round Play

PHILADELPHIA, Dec. 18.—Proving that ingenuity on the part of an amusement machine operator will always open up new nickel-producing locations, a real scoop locally was scored in the sudden appearance of coin-operated midget movie machines at many children's wear and specialty shops around town. The machines carry a tag that they are distributed and operated by the Capitol Projector Company of New York City.

While the coin-operated movie machines have long been in discard at locations here, their reintroduction at this time of the year with the appeal to children has made them a profitable operation. Altho the nickel movie machines were originally built for adult use, temporary steps have been placed in front of the machines so that even 4 and 5-year olds can step up and look into the peep holes for a full nickel's worth of movie enjoyment.

Films for the midget movie machines are all familiar cartoon strips with most of them billing a Santa Claus character. There is only one film subject in each machine, but

(See PHILLY STORES on page 92)

Poker Roll Is Game of Skill, Says L. I. Jury

MINEOLA, L. I., Dec. 18. — Nat Faber, Long Beach arcade operator, was acquitted of charges of gambling Thursday (9) by a Nassau County Court jury, ending a two-day case which re-established the legality of coin-operated poker roll games in Nassau County.

The jury deliberated only 13 minutes, following instructions by acting County Judge John P. Donohue to consider only whether or not the poker tables were games of skill, before it returned a verdict of not guilty.

Faber was charged with contriving a lottery, gambling and maintaining a place for gambling, all based on the assumption by the Nassau district attorney that poker roll games were strictly games of chance. As such, they are illegal under provisions of the State penal code, it was alleged.

Test Case

The trial was considered a test case for many arcade owners in the Long Beach area who have operated the games in the past. Poker roll games have not been permitted in the resort community since August 13, 1947. At that time the district attorney's office raided Faber's concession at 105 West Boardwalk, Long Beach, and seized several machines.

In his opening address to the jury, defense counsel Edward J. Neary pointed out that Faber had operated under a license for 12 years prior to the raid. Faber's son, Stanford, and Nathan Faber & Company were co-defendants in the trial.

At one point in the proceedings detective John Kreutziger, who testified that he couldn't control the balls used in the games once they hit holes in the playing surface, played a demonstration game for the jury. He called three shots—and made them.

NAMA '48 CONVENTION REPORT

Shoeshiners Spotlighted At Convention

Average Price Tag Down

CHICAGO, Dec. 18.—Automatic shoeshining equipment took the 1948 NAMA show by force this week (12-15) with a record number of manufacturers displaying machines. Six firms presented models, unchanged from 1948, improved 1948 machines, and one unit was unveiled by a new firm in the shoeshine field.

While shoeshiners, manufacturers agree, still do not give a hand-shine in spite of improved mechanisms, they do offer a faster and cheaper service. With repeated polishing by the machines, shoes will appear in a smarter condition than after the first two or three shines, it was pointed out.

Prices Down

Prices on the whole have dropped from last year, with machine prices, ranging from a possible low of $200 to a top of $590. All manufacturers claim delivery on a no-wait basis, stating that production has been set up on a steady level. With the shine price almost uniform at a dime (all units with one exception were equipped with 10-cent coin chutes) it was nevertheless made clear that machines could be ordered with a

(See Shoeshiners Get on page 82)

Popcorn Units at NAPM Meet; Sked '49 Vender Clinic

CHICAGO, Dec. 18.—Three manufacturers of coin-operated popcorn vending equipment displayed their units to a record attendance at the 1948 convention of the National Association of Popcorn Manufacturers (NAPM) in the Hotel Sherman here this week (13-15).

Exhibiting units were Auto-Vend, Geisler Associates and Minit Pop. A manual dispenser was shown by ABC Popcorn Company, in addition to popcorn supplies. Latter was also presented by Pronto Popcorn Sales Cor-

(See POPCORN UNITS on page 86)

Mason Named New President As Officials Set Atlantic City for 1949 Meeting Site

Attendance Shows Slight Drop; Pick Other Officials

By Dick Schreiber

CHICAGO, Dec. 18.—With between 10 and 20 per cent fewer people in attendance, the National Automatic Merchandising Association (NAMA) held its twelfth annual convention in the Palmer House here Sunday thru Wednesday (12-15) and elected Ford S. Mason as its new president to succeed Elmer F. Pierson.

'49 Convention Set

The National Automatic Merchandising Association will hold its 1949 convention and exhibition in Convention Hall, Atlantic City, November 27-30, officials of the organization announced this week.

Mason, founder and president of the Ford Gum & Machine Company in Lockport, N. Y., was elected at the annual business session Monday. George Seedman, general convention chairman and vice-president, was retained in that spot for another year, and John T. Pierson was elected treasurer.

New members of the board of directors, elected to serve for three-year terms, included three operators: D. A. Estey, D. A. Estey & Company, Portland, Ore.; Aaron Goldman, G. B. Macke Corporation, Washington, and John F. Saxton, Ace-Saxton, Miami.

Efficiency, Extra Profits

For four days operators, suppliers and manufacturers tramped the fourth and seventh floor exhibition halls, gathered in special meetings built around the theme "increase efficiency for extra profits," and got together in private, smaller groups to swap ideas, experiences and predictions about the coming year.

Reports from exhibitors indicated a mixed reaction to the question: How much buying was done? Some manufacturers of standard line merchandising machines said they signed more orders this year than last and their salesmen were under specific instructions to work for orders and not content themselves simply with handshaking and backslapping. Many

(See NAMA Convention on page 93)

Beverage Venders Highlight NAMA Exhibits; Cost Factor Top Problem for Operators

New Machines at $495, Construction Details Studied

By Norm Wei er

CHICAGO, Dec. 18.—With beverage venders, ranging from cup and bottle soft drink units to hot coffee, soup and juice machines, dominating the exhibit hall at the NAMA meet this week,the undercurrent rumblings were not concerned as much with the growth of this phase of the industry as they were with the costs involved. Operators viewed new units with one thought uppermost in their minds—how much? And while most units previously shown or introduced to the trade carried list prices similar to those at last year's show, the $1,695 and up prices that were being quoted in '47 had all but disappeared as the '48 showing got under way.

Single-flavor units, selling at $495, drew a great deal of attention from many of the visiting operators, who viewed such a unit in the Practical Products booths on the fourth floor exhibit hall where the Refresh-o-Mat was unveiled, and in a seventh floor exhibit room where Stewart Products Corporation displayed its S-500C model. Operators heard Sam Kressberg, Practical Products executive, say that the Refresh-o-Mat was already in production and that deliveries on the low-priced unit would start within 30 days. The Stewart unit, however, is not in production, and several changes will be effected in this unit shortly. The Practical Products machine will dispense non-car-

(See NAMA Features on page 93)

NAMA Candy Session Sets 4-Point Efficiency Rule To Hike Profit Margins

Operators Go All-Out for 100-Count Vend Pack

By Fred Amann

CHICAGO, Dec. 18.—The NAMA candy session Wednesday (15), stressing increased efficiency in operation of a route, brought forth the four-fold conclusion that strict inventory control, proper service procedures, planned location installation and preventative maintenance measures were prime points in the profit picture of an individual operator. Opinion, on the supply front, was found to be overwhelmingly in favor of 100-count packs.

S. M. Guran, Metro Automatic Sales Company, Boston, chairman, opened the meeting by introducing the first speaker, W. T. Collett, of W. W. Tibbal Company, Cincinnati, who was followed by Nick Novasic, West Allis Vendors, West Allis, Wis. Both spoke on *Increasing Efficiency in Stock Control.* Collett declared that a regular inventory control check, at least once a week, was necessary to maintain proper balance in supplies and reduce losses. Because such a check is comparatively simple, it is often postponed or neglected, he said. When a regular inventory check is scheduled, it also serves to forewarn employees that shortages will be detected. A thoro check will include (1) on-location machine inventory, which will include placing of nickels in coin box to compensate for shortage if servicemen cannot complete stocking of the brand in one column; (2) a wall chart in warehouse to show incoming and outgoing merchandise; (3) serviceman merchandise check. Such a system would guarantee use of old merchandise first. Another advantage, it

(See NAMA Candy on page 86)

Coin Changer Use Stressed At NAMA Meet

Bow Mechanical Units

CHICAGO, Dec. 18.—Coin changers took on added importance during the past year, and with the introduction of mechanical units for non-electric candy and other machines during the NAMA show this week (12-15), increased even further their industry value as sales stimulating equipment. Five firms displayed seven changer models, consisting of four electric built-in, two mechanical built-in and one stand type mechanical unit.

Answers as to how much the four

(See Coin Changers on page 95)

Increased Efficiency In Operating Procedures Is Highlighted at Cig Meet

Only Way to Realize Top Profit Say Industry Leaders

By Is Horowitz

CHICAGO, Dec. 18.—Cigarette machine operators were urged to tighten up all phases of route management, including stock control, service, maintenance and the expansion of routes by adding new locations, in a cigarette session held Tuesday (14), as a feature of the National Automatic Merchandising Association (NAMA) convention.

Eight representative operators, who addressed the session and later answered questions from the floor, told the 350 assembled operators that only thru increased efficiency could they garner optimum profits in the face of high costs, conversion to quarter sales, and competition.

The importance of adequate stock control to give an operator a true picture of the day-to-day state of his business was stressed by J. C. Guthrie, of the Miller Automatic Sales

(See Hiked Operating on page 94)

DETROIT OPS LOOK TO '49

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Music, Games First To Show $$$ Increases

Vender Interest High

(Continued from page 78)

shoe trade, for instance, at a very low point. However, there have been some unexpectedly encouraging reports since the election from industries allied in interests to the coin machine field pointing to a fair probability of a rosier future.

The candy industry in this area, for instance, has had a tough year, running around 30 per cent under 1947—but in recent weeks it has shown a pick-up that is highly encouraging to manufacturers and jobbers—and, of course, a good sign for the vending machine field.

The general amusement situation is fair here. Sports, baseball, football, and hockey, have drawn solid houses. Legitimate theaters are not doing as well as they did a season or two back, but business is still good by prewar standards. Movie houses, where the bulk of coin machine patrons find their amusement, have been down, under last year—but in the past two or four weeks reports of a gradual pick-up in business have come in from many of the theaters. The traditional pre-Christmas slump in the show business has been felt but its very existence in the field of amusement spending is perhaps the best proof of a capacity for a comeback in the coin machine field.

Manufacturing

The manufacturing end of the business, while not too important in Detroit at this time, presents an encouraging picture. Typically, C. L. Skidmore, of the Mercury Athletic Scale Corporation, reported sales double those of a year ago. The plant is two weeks behind on orders, he said.

Indications of the possibility of fresh shortages, however, are being discussed, particularly in the types of machines which use sheet steel. Excello Corporation, for instance, has just put its plans for new frozen food and milk venders on the shelf indefinitely.

In the amusement machine field, present restrictions on game operations have discouraged many operators from buying new equipment. In general, Skee Ball, pool tables, and in some localities roll-downs are the only types of games allowed in places serving liquor. In Detroit pinballs are banned in any type of location.

The over-all picture of the operator's position was summarized by Al Curtis, of the Curtis Coin Machine Company and president of the Michigan Miniature Bowling Association, who is in close touch with affairs thruout the State.

(It should be noted that the general view of many operators has been pessimistic until recently, and that emphasis has already been placed upon the more cheerful factors that indicate the possibility of a slow turn of the tide. Individual reactions quoted reflect the picture of the complete year's business rather than that of merely recent weeks.)

"The business outlook is very dubious, particularly in Detroit where we are limited in our operations," Curtis said. "Skee Ball has been played here for so long a period of time that we cannot just change games around and build up new play. Like any-

(See MUSIC GAMES on page 83)

Cole Products Shows 2 Cup Units; Sets Sales Policies

CHICAGO, Dec. 18.—Cole Products Corporation officially launched its new enterprise this week at the NAMA show, displaying two of its new cup beverage dispensers. At the same time the company announced that a third machine was already on the boards and would be ready for delivery in February. Headed by Albert Cole, who is also president of Drink-O-Mat, Cole Products officials include Dick Cole, executive vice-president, and A. M. Carr, chief engineer and also an officer.

Unveiled for operators at the show by Cole Products were two units, a single-flavor vender listing at $760 and a two-flavor unit tagged at $885. The third unit, not displayed, is a three-flavor machine which will be listed for approximately $995. Units are called the Cole Spa Hermetic and have been scientifically designed to meet national sanitation requirements, it was stated.

According to Dick Cole, Cole Products is now setting up regional sales offices in New York, Chicago, Los Angeles and Atlanta. Each office will have a division sales manager in charge. These headquarters will all carry their own stock of parts and supplies, wholesale sirups, etc. Factory trained personnel and a service engineer will also be assigned to each office. Too, each of the four regional offices will conduct their own service schools for operators and their servicemen.

In addition to their own sales offices and staffs, Cole revealed that Cole Products will, in certain selected areas, augment their coverage thru specially appointed distributors.

(See COLE PRODUCTS on page 85)

Wide Range Covered at Cup Beverage Session; Operator Angle Stressed by Speakers

Sanitation, Equipment, Potential Locations Discussed

CHICAGO, Dec. 18.—Sharply divided between the manufacturers' problems and the general operator theme of increased efficiency which dominated the NAMA convention agenda, the cup beverage session this year drew a record attendance as it opened Tuesday (14) morning. Manufacturers joined with operators and suppliers to listen to six scheduled speakers, and one visitor who was called to the rostrum from the audience, discuss the industry from the pre-production problems of sanitation and design to the relatively unexplored avenues open to the operator of cup equipment.

Unlike the 1947 meeting, when operators heard experts stress new and unannounced equipment which was yet to come, this year's meeting accepted as fact that equipment had reached a high development stage, and that while the machine was still an immediate problem with manufacturers and the cup vending division of NAMA, definite strides were being made in the operation of cup equipment by operators thruout the country.

Splitting the session into two definite parts, Edward C. Williams, Spacarb, of New England, who acted as chairman, first introduced Edward S. Scully, chairman of the NAMA cup vending division, who briefly described the division, its origin a year ago, and its job in the future. Scully, who is associated with the Lily-Tulip

(See WIDE RANGE on opp. page)

Electric Cigarette Venders Dominate Displays at NAMA Show; Production Skeds Set

Mechanical Units Also Featured as Low-Priced Buys

CHICAGO, Dec. 18.—Electric cigarette machines occupied feature positions in displays of manufacturers at the NAMA show this week, with producers showing some equipment introduced a year ago, but with all units either already in production or scheduled for immediate delivery in a short time.

Several manufacturers featured mechanical units as well, to meet the needs of operators desiring lower-priced equipment. In one case a major manufacturer introduced a mechanical model of a machine, hitherto available only as an electric.

Newest firm to break into the cigarette machine field was Practical Products Company, of Minneapolis, which also showed a line of cup venders (see separate story). With Sam Kresberg, vice-president of Drink-O-Mat Industries, in a top executive post, Practical Products debuted its Smoke Shop, a 61-pack-capacity electric listing at $249.50.

Changemaker and penny match vending mechanism are included in the list price, and come with all machines sold, altho an earlier report (December *Vend*) prior to the NAMA convention stated that this equipment would be optional. At that time it was indicated that the price of the Smoke Shop, minus extras, would be under $200.

The machine is a nine-column unit, 55 inches high, 27 inches wide and 17 inches deep. It weighs 275 pounds. With a door extending the full length of the cabinet, all servicing is done

(See Electric Venders on page 85)

Ill. Simplex Adds Vending Machine Lines

Further Expansion Planned

CHICAGO, Dec. 18. — Four new vending machine and service lines have been added to the products being handled by the export and domestic departments of the Illinois Simplex Distributing Company here, Gordon Sutton, president, said this week. Until now, Simplex has been handling the Wurlitzer phonograph lines on an exclusive basis in this area. Sutton said the addition of vending and service equipment would not interfere with his company's distributing program for Wurlitzer.

The Illinois Simplex Distributing Company's export department, managed by Jim Davran, was formed in January, 1947, to sell and ship used phonographs to foreign buyers. To that phonograph line, the export department this week added the Revco cup ice cream vender; the Na-

(See ILL. SIMPLEX on page 87)

Scales Command Op Interest at NAMA Meeting

CHICAGO, Dec. 18.—While scale exhibits were relegated to a minor role in the 1948 NAMA convention and exhibit here this week, due to the small number of firms showing their wares, operator interest was high in the models shown. Three companies displayed scales; one introducing a new 1949 model, one featuring a guesser machine developed and shown last year but just now getting into production, and a third firm exhibiting its two-model line, continued from 1948, and introducing a new "charity coin chute" on its deluxe model.

A. B. T. Manufacturing Corporation, Chicago, reintroduced its Guesser Scale, unveiled at the NAMA meet last year. During the year, with 100 test models built and placed in heavy duty locations, such as subways, structural and mechanical improvements were incorporated before final production line models were built. Full output is scheduled for early next year, with prices to be "under $200."

New Features

The new model features drop coin chute, replacing the former slide or push type, clock movement (for guesser mechanism) equipped with an automatic wind-up, and large size coin box to contain a three-to-five-months' accumulation of coins. In addition, collections can now be made from the front of the scale, eliminating need for moving scale from wall positions. Too, the scale may be serviced without offering access to the coin box, both mechanism and coins being under separate locked doors. Size: 70 inches high, 20 inches wide, base depth 20 inches, cabinet depth 9 inches. Weight is 225 pounds. Cabinet corners are rounded, eliminating "square" design of firm's pre-war model.

Two Models

Marion scales, presented by World Sales, Inc., Columbus, O., national distributors, were shown in two models: Marion Super Deluxe fortune-telling scale, finished in chrome or baked enamel, and the standard, straight weighing scale without fortune unit.

Priced at $137.50, the deluxe model also features a new "location-getting" stimulator called the "charity slot." Latter is a separate coin receiver, accepting any denomination coin from

(See SCALES COMMAND, page 85)

Wide Range Covered at Cup Beverage NAMA Sessions

(Continued from opposite page)

Cup Corporation, stressed the fact everything that is being done (by the division and manufacturers of cup venders) is for the ultimate use of the operator. It is hoped, said Scully, that these results will be reflected in better operations in the future.

Scully, however, was unable to tell the operators just what the program would actually mean to them in the future. "There is still much work to be done," he said, and added that by the next convention the division hoped to be able to reveal this information.

Sanitation

Bringing the sanitation problem into the meeting, Regis Parks, Spacarb, Inc., who is chairman of the cup vending research division, was the next speaker. Speaking on *The Job Ahead,* Parks prefaced his remarks by stating that the (sanitation) "issues are confused on the part of health officials and the (cup vending) industry."

Only thru co-operation with health officials can the cup beverage vending industry grow, said Parks, who added that health officials, in turn, have pledged their co-operation to the vending industry.

Parks reported that the division had selected Sol Pincus, New York consultant, to make its sanitation survey and that after three months of intensive work, Pincus had made his report. While the report was essentially a technical one, delving into the engineering aspects of equipment as well as sanitation requirements thruout the country, Parks quoted a portion of the report which stated:

"It is our conclusion, as a result of investigations, that most types of machines manufactured will be acceptable with minor changes at the most."

Maintenance Interest

Parks said that operators of cup beverage machines should show a greater interest in maintenance of equipment on their routes, and added that manufacturers should help in this program. He pointed out that clean machines, well serviced, would help influence health officers favorably. Manufacturers and operators alike should police their industry as far as maintenance is concerned, Parks said. Manufacturers can help by setting up easier and better service routines, while operators should exercise closer control on servicemen.

"Remember," concluded the research expert, "customers are cautious, but will co-operate (with those operators who keep their machines clean).

Unexpected Speaker

Deviating from the schedule, Williams at this point called Homer Calver, of the Paper Cup and Container Institute, to the rostrum from his seat in the audience. Calver, who is secretary of the institute's public health committee, a pioneer in the field of sanitation and has long worked with health officers thruout the country, spoke briefly, but to the point.

"Your industry," he said after a short preface, "is vulnerable, not only from a health standpoint, but to taxation. In considering these points, you must think of the future. If you can meet health requirements and promote that fact, you can profit later on."

By building and maintaining good equipment, Calver said, a defense against restrictions from health departments is established.

Calver concluded his talk by saying: "Restaurants recognize your vending machines as competitors. They are putting their house in order (health-wise) and you should do it too—now. Then you can promote your industry as being the cleanest way there is to buy food or drinks."

Coffee Operation

With the completion of Calver's talk, the meeting switched from a manufacturer to an operation view. First to speak to the audience as an operator was Herbert S. Kohn, head of Kwik Kafe of Chicago, whose topic was, *An Operator Looks at Coffee Vending.*

Actually, Kohn did more than look—he offered listeners a well-rounded picture of his operation, starting his talk with the statement that he had entered the automatic vending field just a year ago, purchasing his first five units at the 1947 NAMA show. "Today," said Kohn, "we have 20 machines, and, with 18 of those in operation last month (November) we averaged 245 cups a day per machine.

"Hot coffee is very well received," he continued, "and is not a passing fancy. Vending hot coffee thru a coin-operated machine is here to stay. The units we operate are now doing more business than they did when we put our first ones on location in January and February of this year."

Regarding customer complaints, Kohn said they are often minor, and in the majority of cases are soon forgotten. Heavy industrial locations are the best, he reported, while mercantile spots are also good. Office locations, at least in his operation, were not profitable, and he pointed out that in one such location, where 700 employees were working, his machine vended only 150 to 175 cups a day. He added at this point, stressing that the machines were doing a greater volume now than when first placed on location, that in November his 18 units had dispensed 11,887 cups of coffee.

Other Locations

Kohn said that theaters had not proven to be very good locations for a hot drink machine as people were in a hurry to get to their seats, or to leave. Too, the 10-cent-per-cup price on soft drinks, which has gained momentum in theaters, would not, in most cases, go for coffee. He has only one stop where a dime coin chute is used. This location averages 60 cups a day.

Locations for coffee venders are not difficult to find, asserted Kohn, but in industrial locations there are often company-owned restaurants or caterer services which interfere with an operation. Because ingredient costs for coffee vender are higher than those for a soft drink cup machine, the coffee machine must get volume sales to be profitable. Kohn illustrated this point by stating that coffee, per serving, costs 1 1/10 cents, while the sugar, cream (Kohn uses evaporated milk instead of cream or half-and-half), mixer, cups, etc., add up to 2 6/15 cents per serving.

Break-Even Point

Kohn said that 130 drinks per day per machine was the break-even point. In his operation he said this would cover everything except management's salary. His present staff, said Kohn, could handle up to 40 ma-

(See WIDE RANGE on page 98)

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Shoeshiners Get Spotlight At Confab; Price Tag Down

(Continued from page 79)

nickel chute at the same price. Also, on four of the six machines shown, push type coin chutes were used; two units featured the drop-in type coin chute, with both of these including a slug rejector.

Use of a neutral polishing element prevailed. with the stick or cake wax type used on four machines and a neutral liquid wax on one unit. Only one shoeshiner required that black and brown shoes be shined in separate positions; this machine employs a liquid polish, black and brown, developed by the manufacturer.

Exhibitors

In alphabetical order, firms showing shoeshiners were: Acme Sales Company, New York, showing its improved Model 700A Uneeda machine. Equipped with a nickel coin chute, drop-in type, a dime chute was optional. Price: $239.50 singly, or $225 in lots of 10 or more. Features automatic coin counter, two-tone green and tan finish, fluorescent lighting on top display sign. Pre-set for 1¾-minute operation, time clock can be adjusted to a 1 to 3-minute operating cycle. Unit stresses a new neutral, soft-cake wax, combined with an automatic applicator that comes in contact with the polishing wheel only once, for a several second interval, during each shining operation. Advantage is a "softer" shine which results in higher luster, manufacturer claims.

Alco-Deree, Chicago, introduced its new Shoe Duster unit, using a neutral wax and three polishing wheels, housed in a cast aluminum base with chrome tubing for patron support and coin mechanism placement. Price, $249.50, thru distributors which are now being appointed. Two to three-week delivery is promised. Machine has a push-type coin chute, set for dime operation, and may be set for from ½ to 3-minute cycles. Base size is 25 by 31 inches, stands 38 inches high to top of coin mechanism.

Columbus Shoe Shine, Columbus, O., was represented by its distributor, World Sales, Inc., same city, showing the Columbus machine using a liquid neutral wax. Priced at $249.50, unit has a push-type coin entrance, set for dime operation, and features a flasher illuminated sign. Size, 32 inches high, 24 inches wide. It weighs 125 pounds. Quantity discounts are available. Immediate delivery. Same model as the 1948 machine.

Falcon Shiner

Falcon Distributing Company, Detroit, displayed its Falcon shoeshiner, dime operated, with separate wax applicator and polish wheels. Priced "at the $200 level," unit employs a neutral cake wax, is set for a straight [illegible]-minute operation. Drop-in coin chute with ABT slug rejector. Cabinet, 40 inches high, 26 inches wide and 22 inches deep, is finished in gray-green infra-red baked cra[illegible] enamel and features a 5-color [illegible]rored screen illuminated by a fla[illegible] signal. Weighs 155 pounds. Introduced five months ago, machine is now in production at 100 units per month (200 per month scheduled for January-February).

Serv-A-Shine, Inc., Milwaukee, debuted its new, improved fully automatic shoeshiner. Priced at $590, machine polishes in a one, two, three automatic sequence, requiring no changing of position of shoe. Reciprocating cloth first descends upon toe of shoe to remove dust, while side brushes revolve in a fixed position. Second operation involves toe cloth rising free from shoe, liquid polish applicator moves forward under cloth, sprays polish on shoe, returns to inactive position. Third operation: polish cloth again descends upon shoe, repeats its reciprocating action to give a high luster polish to shoe toe. Entire operation can be viewed thru a clear glass panel on the top of the machine. Nickel drop-in coin mechanism (5 cents for each shoe) includes a National slug rejector. Brown and black shoes, with like liquid polish, are accommodated in separate compartments. Each bottle of polish contains eight ounces. Engraved, flasher sign with chrome base, set at top rear of cabinet, is $22.90, in addition to machine price. Size, 35 inches high, 24 inch base, deepened to 38 inches with shoe compartments at front of machine. Present production is 75 units a month.

Wax-O-Matic, Inc., Marietta, Pa., showed its three-brush, dime-operated shoeshiner priced at $385.50. Model carried over from 1947, uses a neutral wax, stick form, one for each brush. Set for two-minute operation, one minute per shoe. At the one minute or half-way mark, a red light in the instruction plate at top of machine flashes to indicate one shoe is finished. Operating instructions are carried on this metal plate before the customer, at the top rear of the chrome tube railings on either side. Push type coin chute is centered below the instruction plate. Base and main body of machine is of cast aluminum. Size, 35 inches deep, 19 inches wide and 41 inches high. Present production, 700 units per month.

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3 COLORS, RED WHITE & BLUE

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IT'S UNIQUE—Has only 3 moving parts — no wheels or gears — no push or pull rods to get out of order.

Rejects under-weight and under-sized slugs. Return coin when empty.

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WE WILL GIVE YOU absolutely *FREE*, OUR COMPLETE SET OF THE FINEST Precision Steel Dies that cost us $10,500. They're like new—used only to build 10,000 machines.

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WE WILL GIVE YOU absolutely *FREE*, approximately 4,000 brand new locks that cost us 42c each, $1,600.

YOU SELL the 800 machines at $28.50 each, our nationally advertised price, and make a profit of $12,400. *YOU GET FREE*, all drawings, steel dies, locks and extra fabricated parts that cost us $15,100. Total, $27,500. And you would have a *SWELL LITTLE MACHINE* to manufacture and sell for many years to come. In 5,000 quantities, they can be made for $9 each; maybe less in your city.

Arrange to visit the factory and see them manufactured with your own eyes. Inspect, double check and prove every statement in this ad to be true. Bring your own attorney or hire one locally. This deal WILL STAND INVESTIGATION FROM A TO Z. Of course, everything is FREE AND CLEAR OF ENCUMBRANCES.

TERMS OF SALE: ½ cash, $5,200; when agreement of sale is executed. Balance of $5,200 within 60 days from date of agreement, at the rate of $6.50 per machine as they are assembled, packed and shipped on your orders, in quantities of 25 or more, if desired; or will assemble and ship all at one time.

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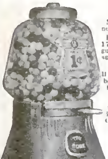

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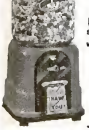

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Music, Games First To Show $$$ Increases

Vender Interest High

(Continued from page 80)

thing else, the appeal of these games wears out.

"Up-State, where some other types of games can be used, the operator is better off, but business is still down there. The average, for both city and State, has been a drop of about 30 per cent from a year ago.

"The only thing that will revive the business will be the chance to operate some new devices. Even that could not help too much now, because bar business is down, an average of 25 per cent, with individual spots off 40 per cent."

An important factor up-State was the upsurge of interest in shuffleboard in the Flint-Saginaw-Bay City area, and lately in Pontiac, where operators have been placing games and charging for play. In Detroit, this game is an old story, with free play the universal rule. Consequently it has not been an important factor in the entire competitive picture. Attempts to introduce the game in Kalamazoo, for instance, have not been fruitful, with operators finding patrons, except in one section where promotion has developed a spirit of player competition, unwilling to spend a nickel to play.

Ray and other types of guns are practically non-existent here now. An industry source estimated that there were not over two dozen operating in the city. Most have been junked for parts, with the better guns being shipped out for resale in other territories.

Reports from the Upper Peninsula show business down. With most of the mines closed the drop, however, has not been as great as might be expected. Reports from that territory indicate that roll-downs have been especially popular and drawing good play, since they are little seen in other parts of the State. This area has also drawn a heavy summer resort and hunter trade.

Bell Machines

The bell machine situation is relatively insignificant here. It is reported that there are a little over 100 such machines licensed in Michigan. There has been some revival of interest in bells in recent weeks by various private clubs, some of which have sought to recondition old equipment, or to trade in or consider purchase of their machines. This movement appears to be based on the hope that a change of administration might mean some liberalization of the use of bells.

Legal Lights

It should be noted that a regulatory law is to be sought in the forthcoming session of the State Legislature, to license pinballs, at a proposed $10 per year. Operators and jobbers themselves will support this measure, which would give legal standing to a type of game not now allowed in taverns. It was brought up in a legislative session a year or more ago, but died in committee.

Turnover among operators has been marked in recent months. Harry Stanton, of the Robinson Sales Company, who has wide contacts among operators, declares Skee Ball has drawn a lot of new operators to Detroit, while pinballs have done so up-State. He estimated there has been a 20 per cent influx of new operators in the past year. Most of these, he said, were former G.I.'s, starting on a small scale. Few or no big route changes have been made in the past year.

Surprisingly, there appears to have

(See MUSIC, GAMES on page 87)

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UNIVENDOR Senior 8 Column Model

Sturdy steel construction—smartly styled with gleaming chromium. 160 shelf capacity. Available in Gray, Green, Tan, or White.

Other Models: "120"—6 Column; "80"—4 Column general merchandise Vendor; DeLuxe theater models in 8, 16, and 24 columns.

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Columbus "38" Trimor, 3 comp.	45.00
Columbus "38" Bimore, 2 comp.	38.00
Columbus Model 49Z, 1¢	12.00
Columbus Model 46ZB, 5¢	12.75
Victor Model V, Globe Type	12.75
Victor Universal	13.55
Victor Deluxe Universal, 5¢	15.45
Victor Deluxe Universal, 1¢	14.55
Victor V-K Globe Type, 1¢	12.95
Silver Kings, Bulk or Ball Gum	13.95
Master Novelty, 1¢	13.85
Master No. 9 Penny and Nickel	17.50
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Advance 21-F, 25¢	24.50
Advance San. Napkin	19.50
Advance 1¢ Stick Gum	15.95
Match Box, 1¢	4.95
Marion Scale, 1¢	79.50
Exhibit Card, 1¢	20.00
Postmaster Stamp	79.50
Advance Stamp	15.00
Advance Model D Ball Gum	13.75
Adams Gum, 8 col.	24.00
Silver King, 5¢	$ 8.00
Silver Kings, 1¢	7.50
Shipman Duplex Stamp	18.50
Adam Gum Vendor, 4 Col.	14.50
Adam Gum Vendor, 6 Col.	16.50
New York Stamp	12.50
Asco Hot Nut, 5¢ (New)	17.50
Cash Tray, 5¢ (New)	6.95
Sugar Bowls, 1¢ (New)	29.50
Snacks, 3 comp., 1¢	14.50
Variety Shop, 5 comp., 1¢	14.50
Col. Trimor, 3 comp.	29.50
Star Card Vendor, 1¢	9.95
Northwestern Model 40, 5¢	7.50

RECONDITIONED VENDORS

Northwestern Model Deluxe	$19.50
Northwestern 39 (Like New)	9.85
Northwestern 33 (Like New)	8.85
Northwestern 40 (Like New)	9.95
Columbus 49 Bell Gum (Like New)	7.85

RECONDITIONED CIGARETTE MCHS.

U-Need-A-Pak Mod. A, 8 Col., 270 Pk. Cap.	$80.00
U-Need-A-Pak Mod. A, 8 Col., 240 Pk. Cap.	75.00
U-Need-A-Pak Mod. 1, 8 Col., 270 Pk. Cap.	70.00
U-Need-A-Pak Mod. E, 8 Col., 240 Pk. Cap.	70.00
U-Need-A-Pak Mod. E, 8 Col., 150 Pk. Cap.	47.50
DuGrenier Mod. WD, 9 Col., 330 Pk. Cap.	72.50
DuGrenier Mod. W, 8 Col., 270 Pk. Cap.	70.00
DuGrenier Mod. VD, 7 Col., 298 Pk. Cap.	72.50
DuGrenier Mod. V, 7 Col., 239 Pk. Cap.	70.00
DuGrenier Mod. S, 7 Col., 210 Pk. Cap.	59.50

NEW COUNTER GAMES

ABT Challengers	$39.50
ABT Model F Targets	42.50
ABT Strikalites	42.50
Gottlieb Grip Scales	24.50
Daval Skill Thrills	12.50
Exhibit Card Vendors	19.50
Bingo's 1¢ Counter Game	18.80
Steeplechase 1¢ Counter	65.00
Target Kings, 1¢	39.50
Imp, 1¢ or 5¢	14.50
Less In Quantity	
Buddys, 1¢	19.50
Camera Chief, 1¢	18.99
Kicker & Catcher, 1¢	34.50

NEW SLOTS

Mills Jewel Bell	W
Mills Black Gold Bell	R
Mills Bonus Bell	I T
Mills Melon Bell	E
Mills Vest Pocket	$65.00
Mills QT, 5¢	110.00
Col. Bell	129.50
Col. DeLuxe	178.50

USED COUNTER GAMES

Camera Chief, 1¢	$19.50
Buddys, 1¢	12.50
Marvel 1¢ Token	22.50
American Eagle 1¢ Token	18.90
Pikes Peak, 1¢	25.00
Vest Pocket, 5¢	44.50
Challenger, 1¢	18.50
Skill Thrill	9.99
Bet-A-Ball Jr.	9.99

VENDING SUPPLIES

Heavy Stands	$3.95
Extra Heavy Stands	4.80
Cross Bar, 2 mch.	1.00
Cross Bar, 3 mch.	1.50
Coin Counter, 1¢-5¢	1.25
Coin Counting Scale	19.50
Route Cards. Per M	1.00
Span. Peanuts. Per lb.	28½¢
Virg. Salted. Per lb.	29¢
Licorice Lozenges. Per lb.	25¢
140 ct. Ball Gum. Per lb.	25¢
170 ct. Ball Gum. Per lb.	25¢
9m. Plastic Charms. Per M	$9.50
Large Plastic Charms. Per M	4.50

Send for our Complete List of Coin-Operated Machines and Supplies.
1/3 Dep., Bal. C. O. D. with All Orders. Under $20.00 Full Payment with Order.

RAKE COIN MACHINE EXCHANGE
609 SPRING GARDEN STREET LOmbard 3-2676 PHILADELPHIA 23, PA.

GIVE TO THE DAMON RUNYON CANCER FUND

BRAND NEW
LUCKY BOY VENDORS

$9.75 EACH 1¢ or 5¢ MODEL
In Lots of Ten $8.78 Each
Nut and Charm Vendors hold 5 lbs. Nuts. Ball Gum Vendors, 800 Balls Gum. Fully guaranteed.
1/3 Deposit, Balance C. O. D
BLOYD MFG. CO.
VALLEY STATION, KY.

Nut Supply

WASHINGTON, Dec. 18.—A plentiful supply of tree nuts is assured for 1949 because of the large production this season, Agriculture Department has reported. Current crop of walnuts, almonds, filberts and pecans amounts to a total of about 188,000 tons, setting a new high. All four nut crops were considerably above average with pecan production setting an all-time high. Lower 1949 prices are indicated for all with the possible exception of walnuts, the department said.

NEW!
REVOLUTIONARY!
Northwestern
MODEL 49
offers you a GOLD MINE of increased profits
ENTIRELY DIFFERENT from any other VENDING MACHINE ever made....
WIRE, PHONE OR WRITE FOR COMPLETE DETAILS
THE NORTHWESTERN CORPORATION
86 EAST ARMSTRONG ST. - MORRIS, ILLINOIS

SHIPMAN
DUPLEX POSTAGE MACHINE
Compact and Foolproof. This famous model is in production once more and is more popular than ever. Now made with a white porcelain front, trimmed in red and blue.
$29.50
FOLDERS: 10 M., $5.75; 25 M., $13.95

WRITE FOR CATALOG ON BULK VENDORS, MERCHANDISE, GAMES, ETC.
Miniature Panknives, 5 Gross ......$ 5.50
Gold Plated "Georgia" Pins. 1 Gross .. 3.95
Gold Plated Bracelets in Capsules. 100 6.00
SASSY WISE-CRACK BUTTONS
1,000 ....$ 6.50
10,000 or more 5.50
BUBBLE BALL GUM
140 or 170 Size. Crown Jack Brand with Colored Centers, 85-lb. carton ..$ 5.65
100 lbs. or more $1.80
Certified Check or Money Order in Full for above.
DISTRIBUTORS AND SALESMEN WANTED—WRITE FOR SPECIAL DEAL
1/3 DEPOSIT ON ALL ORDERS
PARKWAY
MACHINE CORPORATION
623 W. NORTH AVE. DEPT B • MADISON 1447 • BALTIMORE 17, MD.

NOW! CALIFORNIA VENDING
ALMONDS Packed in 5-lb. vacuum tins. 6 tins to shipping case.
80¢ PER LB. F. O. B. San Francisco
LESS THAN CASE, 90¢ PER LB.
BUY BY THE CASE AND SAVE
E. LA RUE, Sales Mgr., LEON "Hi-Ho" SILVER, INC.
760 HAYES ST., SAN FRANCISCO 2, CALIF.

Rowe Exhibits Nylon Vender; Conversion Kit

CHICAGO, Dec. 18.—Rowe Manufacturing Company this week introduced its nylon stocking vender, produced as a conversion of standard Rowe cigarette machines. Shown at the NAMA convention, the vender was offered to operators at a list price of $165.50.

It was pointed out, however, that operators may convert their own Crusader and President cigarette machines to nylon vending thru a conversion kit available from Rowe for $20.50. Only a half hour of shopwork is required to complete the conversion, it was claimed.

Ideal Dispenser FeaturesBantam Machine at Show

CHICAGO, Dec. 18.—Ideal Dispenser Company, Bloomington, Ill., this week introduced its newest coin-operated vender, known as the Bantam. Unit is said to include all the features of the regular Ideal selective dispenser, only is smaller. It lists for $150, and is now in production.

Machine vends 1 to 5 flavors, can handle all sizes and shapes of bottles from 6 to 12 ounces, requires only 18 by 25½ inches of floor space and is entirely self-contained, includes a cold storage space for complete refill of the vending rack, has only one moving part, is dry cooled, and comes with a baked enamel cabinet with stainless steel top.

Gorrie Leaves American Coin Changer Corp.

BOSTON, Dec. 18.—Robert T. Gorrie, sales manager for the American Coin Changer Corporation since that firm entered the changer field as the Douglass Manufacturing Corporation, has resigned to enter the insurance business, officials of American said here this week. No successor to Gorrie has as yet been appointed, but his duties are being filled by other officers of the corporation.

American came into active participation in the changer field this year when it merged with Douglass Manufacturing, Portland, Ore., to produce and sell electrical and manual changemakers. American was the patent holding firm under which Douglass had been operating.

Vonesh Resigns Post With NAMA

CHICAGO, Dec. 18.—Ray Vonesh, legislation counsel for the National Automatic Merchandising Association's (NAMA) Regions I to V, has resigned to become executive secretary of the Chicago Paint, Varnish & Lacquer Association. The resignation, not officially announced during the four-day convention and exhibition of the association, became effective with the final day of the annual meeting.

Vonesh, with Fred Brandstrader, has been handling NAMA's legislative problems in the field since he joined the association two and one-half years ago. In addition to his legislative work, Vonesh was prominent in other NAMA activities. He joined the association on his return from active duty as a communications officer with the navy.

NAMA officials have not announced Vonesh's successor.

Anti-Trust Consent Judgment Entered Vs. Telecoin Firm

WASHINGTON, Dec. 18.—Atty. Gen. Tom C. Clark announced yesterday that an anti-trust consent judgment has been entered against Telecoin Corporation, New York City, and Bendix Home Appliances, Inc., South Bend, Ind. The judgment, the Justice Department announced, ends allegedly "restrictive distribution arrangements" involving Bendix, its dealers and distributors, and it also orders Bendix and Telecoin to cancel agreements under which Telecoin was required to buy all of its automatic coin-rental washing machines from Bendix.

Under the judgment, Telecoin is prohibited from limiting the number of rental machines any operator may purchase or lease and from controlling locations at which machines are installed.

LUMINOUS
CHARMS, SKULLS and RINGS
that Glow in the Dark!
Non-toxic, Sanitary and Harmless
Per M
Luminous Glow Charms, Series #1 ..$4.50
Luminous Glow Charms, Series #2 .. 5.00
Luminous Glow Skulls 7.00
Luminous Glow Rings 6.00
METAL PLATED
CHARMS
In bright gold and silver finish
Per M
Metal Plated Charms, Series #1 ....$6.00
Metal Plated Charms, Series #2 .... 7.50
Plastic Charms, Famous Series #1 ... 3.50
Plastic Charms, Big Series #2 ...... 4.50
Plastic Skulls 5.25
Metal Plated Skulls 10.00
Metal Plated Skulls with Rhinestone Eyes 18.00
Plastic Rings, 80 Styles 4.50
Metal Plated Rings, 80 Styles 8.00
Write us so we can place your name on our mailing list to advise you of our newest vending items.
SAMUEL EPPY & CO., INC.
WORLD'S LARGEST
CHARM MANUFACTURER
118-08 101st Ave.
RICHMOND HILL 18, L. I., N. Y.

Victor's Sensational New Custom-Built
UNIVERSAL
Successful Operators Buy Good Merchandise.
When You Buy Merchandise Vending,
Buy the Best.
Write for Complete Details and Prices.
Manufactured by
VICTOR
VENDING CORP.
5701-18
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VENDING SALESMEN
We want the Best Promotional Salesmen we can get. Liberal straight commission selling Automatic Merchandising Equipment and Establishing Route for Purchaser. Earnings will be just what you make them. References required. Send
Full information in first letter to—
BOX NO. 239
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155 N. Clark St. Chicago 1, Ill.

THE "CHALLENGER"
THREE MACHINES IN ONE
$10.00 to $50.00 Weekly on Location!
TROPICAL TRADING CO.
718 W. Madison St. Chicago 6, Illinois

Electric Cigarette Venders Dominate Displays at NAMA

(Continued from page 80)

from the front. Entire mechanism is fitted to a hinged chassis which may be swung out for easy accessibility. The machine contains no reject button. In the event of a power failure, or if a defect on location prevents dispensing of cigarettes, coins are returned automatically.

The vender is ready for immediate delivery, Kresberg stated. The NAMA show marked the formal return of Arthur DuGrenier, Inc., to active participation in the cigarette machine manufacturing field under its original owners, Frank DuGrenier and Blanche Bouchard. The veteran firm displayed a full line of venders, both mechanical and electric, announced recently (*The Billboard*, December 11), and listed prices and delivery dates.

DuGrenier Delivers

DuGrenier's seven-column mechanical, priced at $149.50, will start moving to operators in February, it was reported, while the electrics will not be made available before the latter part of March. Price for the seven-column electric was given as $221.50, and the nine-column as $233.50. The seven-column split model, vending nine brands, lists at $228.50, and the nine-column split model, vending 11 brands, is priced at $240.50. Lights are $5 extra and there is an additional $12 charge for a changemaker.

At $189.50, Lehigh Industries' new PX electric carried the lowest price tag of all new electrics shown. But this price, it was pointed out, does not include stand, lights, penny match vender and coin changer.

Altho the firm had shown an electric vender at the NAMA convention a year ago, it never reached the quantity production stage during 1948. Lehigh executives indicated that the difficulty of producing the unit last year at a low enough cost to keep the list price down, was behind the delay. Deliveries are definitely scheduled to begin January 15, 1949, it was reported.

Since last year improvements have been incorporated in the vender to increase simplicity of operation. An eight-column unit, similar in appearance to Lehigh's mechanical vender, it has a capacity of 300 packs, occupying 28 by 12½ inches of floor space and standing 59 inches high.

Electrics shown by the Rowe Manufacturing Company, J. H. Keeney & Company, Eastern Electric Vending Machine Corporation, National Vendors, Inc., and U-Need-A Vendors have already been moving to operators, having been introduced earlier.

In the case of Eastern Electric, the firm showed the new C-Eight 10-column modification of its standard vender. But, it was stressed, the feature of the new unit is only increased capacity and it doesn't contain any mechanical or electrical changes. This is in line with the company's policy of keeping a tight check on modifications to prevent obsolescence of previously delivered units, according to Lew Jaffa, vice-president.

In addition to its upright electrical and mechanical cigarette venders, National Vendors again showed its electric console machine. But, as at last year's show, no immediate delivery could be promised. It was reported by the company that production on this unit will not begin until April.

In the meantime, it was noted that several changes have been incorporated in the console over the unit shown a year ago. The 540-pack machine now uses a simplified mechanism for recording the money inserted. The all-wood cabinet shown earlier has been replaced with a steel frame which supports replaceable wood panels. Price of the console was not announced.

New Vender

Only new cigarette vender shown at the Rowe booth was a manual adaptation of the Diplomat, hitherto available only as an electric. Offered in seven different color combinations, the unit sells at $180, cash price, with an extra levy if the Rowe deferred payment plan is used. Additional charges for auxiliary equipment include $5 for changemaker, $10 for penny match unit, $5 for a fluorescent light and $3.75 for a special base suitable for counter installation. The regular stand lists at $22.50.

Rowe also introduced a new electric penny pusher which attracted high interest at the company booth. Claimed to reduce time spent in pennying as much as 30 to 50 per cent, the device sells at $98.50. Deliveries are now being made, it was reported.

In a separate room on the seventh floor of the Palmer House, scene of the NAMA meet, Rowe engineers presided at a series of mechanics' schools designed to acquaint operators with all technical phases of Rowe equipment. Firm held 10 separate sessions under the direction of Ralph Phipps, Gail Anderson and Eddie Ahrens.

COLE PRODUCTS

(Continued from page 80)

The single-flavor and dual-flavor Hermetic units shown by Cole Products at the NAMA meet are now in production, it was stated, but current production is in the nature of a pilot run. Full, or mass production level will be reached by April 1, when 100 units per week will be produced.

Initial deliveries on the two units will be made the latter part of January, while deliveries on the three-flavor machine are expected to start by April 15.

Albert Cole formerly built the Coledrinx vending machines, and, while now heading the newly formed Cole Products Corporation, will continue as president of Drink-O-Mat Industries. Dick Cole also retains his post as vice-president in the latter firm.

Assisting in the Cole Products booths at the show were Al Silberman, of the West Coast division; George Holzman, who will work out of the Midwestern office; Ray Kemper, research and development division, and Donald Yokes, sales representative.

Scales Command Interest at NAMA

(Continued from page 80)

penny to quarter, which channels these coins into a separate coin box and does not operate the scale. Idea is to have local clubs and organizations sponsor the scale, receiving all coins dropped into the special chute. This money is used by sponsoring clubs for charitable work, such as children's eyesight programs, etc. (Such operations are now functioning in Denver, Phoenix, Ariz., etc.) Operator does not share in this collection, benefitting thru increased location-patron interest in his units. Scales are appropriately lettered to inform the public of the "charity slot" and the purpose of the program.

The Marion straight weighing scale, priced at $79.50, retains the same general appearance as the fortune-telling model. Brightwork, however, is not chromed.

Lo-Boy

Rock-Ola Manufacturing Corporation, Chicago, after initial distributor showings of its 1949 model Lo-Boy scale late last month, featured the unit at its exhibit. Priced at $125, scale is now in production and available for delivery. Features include heavy porcelain finish column, nickel plated moving parts, mirror over weight dial, and non-clog basket-trip coin chutes.

VICTOR MODEL V

5/8 140 Count
COLORED
BUBBLE
BALL GUM
25 lb cartons
26c LB.
(Prepaid in lots of 100 lbs. or more.)
FULL CASH WITH ORDER

Small Pistachios
25 lb. Cartons
52¢ lb.

Plastic Charms
$3.25 per M.

Sample,
$12.75
24 or more.
$12.00
ea.

1/3 Deposit, F. O. B. Brooklyn, N. Y.,
Balance C. O. D.
Orders Under $10.00, Money In Full.
ALL PRICES SUBJECT TO CHANGE WITHOUT NOTICE.

PIONEER
VENDING SERVICE
Exclusive Victor Distributor in N. Y
491 SACKMAN ST., BROOKLYN 12. N.Y
Phone: Dickens 2-7992

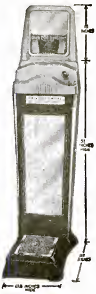
IN STOCK!
Less than 25 $14.40
Less than 100 13.95
100 or more 13.40
●
Write for Prices on Models 33 Ball Gum, 40, 33 and Deluxe.

EMPIRE COIN MACHINE EXCHANGE
1012 MILWAUKEE AVE. CHICAGO 22

GET INTO
'QUICK MONEY' BUSINESS
With the
LITTLE GIANT
POPCORN DISPENSER
and
FRENCH BOY POPCORN
Write for the BIG Details.
It's Yours for the Asking.
A. B. C. Popcorn Co., Inc.
3441 West North Ave., Chicago 47, Illinois

VICTOR'S
MODEL V
The Operator's Choice is Model V, as it correctly vends ALL BULK MDSE. Charms, Peanuts, Candy and Ball Gum
No additional parts necessary.
Write us NOW for detailed information and prices.
A Product of
VICTOR
VENDING CORP.
5701-15 Grand Ave.
Chicago 39

UNIVERSAL
CUSTOM BUILT
BY VICTOR
$13.50 EA.
In Lots of 24
Sample $13.95
NEW CHARMS
OUT OF THIS WORLD
INCREASE BUSINESS
25% to 50%
Write for new circular
JACK NELSON & CO.
2320-22 Milwaukee Ave.
Chicago 47, Ill.



$25 BRINGS
THIS SCALE TO YOU
BALANCE MONTHLY
200 FORTUNE TELLING
NO SPRINGS SCALE
Height, 51 In. Width, 13 In
without sign
Depth, 25 In. Sign, 15 In.
Net Weight . . . . . .185 Lbs.
Shipping Weight . . 245 Lbs.
LARGE CASH BOX HOLDS
$85.00 IN PENNIES
SEE US AT
C. M. I.
BOOTH NOS. 12, 13 AND 14
Invented and Made Only by
WATLING
Manufacturing Company
4650 W. Fulton St. Chicago 44, Ill.
Est. 1889—Telephone: Columbus 1-2772
Cable Address: WATLINGITE, Chicago

VICTOR'S
CUSTOM BUILT
UNIVERSAL
$13.95 EA.
In Lots of 24
$13.50 EA.
BEST FOR CHARMS
& BALL GUM
Write for new circular just off the press.
MILLER VENDING CO.
42 Fairbanks St., N.W
Grand Rapids, Mich.
Phone: 9-5632

FOR SALE
One Minit Pop, Automatic Pop Corn Mach.
Like new, used three months. Pops upon depositing a dime. Make me an offer. Value $700.00. Write
TASTY CRISPY SPEC.
1006 South 15th St. Manitowoc, Wis.

VICTOR'S
SENSATIONAL
CUSTOM-BUILT
DE LUXE UNIVERSAL
1c or 5c Play

Featuring Greater Capacity. Vends a combination of ball gum and charms . . and all bulk merchandise.

CONTACT YOUR VICTOR DISTRIBUTOR OR WRITE DIRECT TO
VICTOR VENDING CORP.
5701-13 W. Grand Ave. Chicago 39, Ill

ALL VICTOR MACHINES
recommended and sold on
TORR TIME PAYMENT PLAN
Pay for same in 18 weekly payments
WRITE FOR DETAILS
RAIN-BLO BUBBLE BALL GUM
Packed 25 Lbs. to Carton

	⅝s	170s
Less than 100 lbs.	30¢	30¢
100 lbs. and over	28¢	29¢
1000 lbs. and over	28¢	27¢

Freight paid on 100 lbs. or over
FULL CASH WITH ORDER
ROY TORR LANSDOWNE, PENNA.

WE MANUFACTURE
Highest Quality
BULK MERCHANDISE
ALL TYPES
Lowest Prices. Samples on Request.
★ ★ ★ ★
Southern California
Distributors
ACORN Bulk Merchandise VENDORS
Operators Vending Machine Supply Co.
1023-25 S. Grand Ave., Los Angeles 15, Calif.

FOR
MERCHANDISE
AND
VENDING MACHINES
ALL TYPES,
known for their constant reliability
SANITARY
AMUSEMENT
GUM, NUTS, ETC.
WRITE:
J. SCHOENBACH
1645 Bedford Ave. Brooklyn 25, N. Y.

NAMA Candy Session Sets 4-Point Efficiency Rule

(Continued from page 79)

was suggested, is that an economical level of stock can be maintained: should price fluctuations on a particular item result in a price drop, operator would not entail a loss due to a big stockpile bought at the higher price

Stock Control

Co-speaker Novasic, maintaining that stock control is just as important for the one-man operation as the larger firm, was in favor of standard size packs to simplify stock checks. He said a watch should be kept over the type of merchandise each routeman takes out; if he leans too heavily to the higher price brands and ignores the lower price items, the stock will soon be topheavy with latter items. A reasonable combination of both types should be carried by each routeman, he pointed out.

Teamed as co-speakers on *Increasing Efficiency in Service*, William Fishman, Automatic Merchandising Company, Chicago, and Al Schmitt, System Venders, Oklahoma City, held servicemen and type and operation of rolling stock as main factors. Fishman declared that the employee efficiency question started with the mental attitude of the employer before looking for help. The all-important interview should be more exhaustive, he suggested. Worker should be made to feel convinced that he is part of the business. A further step is the proper provision of equipment for serviceman: candy trays, carts when multiple-vender plant locations are covered; tools, extra small parts, etc. Key to efficient service is the routeman, Fishman concluded.

Scooters Economical

Schmitt, concentrating on delivery equipment, stated that his own use of motor scooters proved economical and practical. Each scooter can carry enough merchandise to service at least 25 locations, and in downtown areas especially, elimination of the parking problem means swifter service and more locations serviced in a given time. Too, tire costs are figured in years, not miles, he said.

John Collins, New York Automatic Canteen, and Sam Kogen, Illinois Mechanical Sales, Chicago, speke on *Increasing Efficiency in Selling Locations*. Collins declared that the trend now is away from merchandise and equipment, to stress location service and installation as major profit factors. The jumble of different sizes, shapes, colors of venders in a battery-type plant or transportation terminal locations testifies to the need of more uniform equipment. Such installations must be planned with a view to style and color harmony. With different firms operating various machines in one such spot, however, the problem is a big one, he admitted. In selling a location, the main point should be service rendered that location's employees or customers, not the rate of location commission. High cost of merchandise and equipment forbid "commission selling" to get a location.

Urges Cleanliness

Kogen, predicating his talk on keeping the location sold after placement, cited machine and servicemen cleanliness as main points in maintaining favorable location relations. Catering to special tastes of workers in a plant, or to the general taste of the clientele of a certain public location, means added sales and a cementing of good will with the location owner. To make the acquiring of locations easier, especially the industrial type, the operator should make it a practice to attend civic functions, become known to plant executives and public officials as well.

Increasing Efficiency in Maintenance and Repairs was the subject of Floyd C. White, Lloyd White, Inc., Syracuse, and Don Huck, Canteen Company of Columbus, Columbus, O. Huck chose shop layout as the subject of his talk, stating that efficient bench, tool, lighting placement contributed on a major level to quantity and quality of repair and maintenance work turned out by employees. Tools in proper racks, within easy reach, bench level at most convenient height, use of a greater number of smaller lights rather than fewer, brighter lamps, all contribute to more efficient shop operation. Separate sets of tools for each bench, and each serviceman's truck, save lost time and motion and often mean the difference of whether a vender is operative or inoperative on location. Poor maintenance and repair will reduce the value of a route by thousands of dollars, Huck declared.

Location Visits

White, talking on maintenance of equipment on locations, said frequent visits of a route supervisor to each location serves to notify the owner that the operator is on his toes. Along this line, night service calls should be taken care of in the same manner as day calls. Provisions to so service locations after the regular work day will pay off in long run, location good will and increased per machine earnings. Special maintenance routine should be set up for machines in certain types of locations, such as restaurants and industrial plants. In such spots, grease, smoke, fumes and vibration tend to make certain types of repairs more frequent. A shorter "back to shop" over-all repair job on venders in such spots is the least that should be done, he said.

Concluding the regular speaker program, Paul I. Berkley, Vendex, Inc., Hillside, N. J., and Harry D. Dwyer, H. D. Dwyer Company, Anderson, Ind., spoke on *Operating Other Types of Equipment in Conjunction With Candy Machines*. Berkley stated that the need to up gross earnings to meet competition of "all service" operators, the specialized operator must diversify his business. Taking on penny sale equipment is "plus business" he said, citing his own use of mint venders. Fuller use of routeman's time when servicing two types of units on a single location (which is the rule when operating two or more type units) results in a greater margin of profit.

Cigar Venders

Early addition of cigar venders was on the books, Berkley revealed. He drew the line on diversification, however, on drink machines. Candy operators would be confronted with an entirely different type of mechanism, of greater complexity, if they took on drink units, he held.

Dwyer, stating that vender specialists were the rule in the larger communities, suggested that a three-point yardstick should be used to determine whether or not to undertake a diversified operation. They are (1) locality (small town, rural operation best suited); (2) local competition; (3) ability to repair equipment and employee efficiency.

A diversified route usually proves profitable, over a long period of time, Dwyer stated. He explained that the operator's purchase price of individual items sold thru venders change, often resulting in reduced profit margins on one particular item. With a variety of merchandise handled, however, the general level of net profit will be higher as some items will remain lower priced when other types increase. Main thing to insure a successful diversified operation is the mastering of each new type of machine before taking it on, he concluded.

George Kettlewell, National Confectioner's Association (NCA) Council on Candy, as a guest speaker, reminded the audience that the total sales of candy was important to vender operators. If the national total declines, so does the percentage of vender sales, he said. There was no indication of a slump, he said, as 1947 showed rising sales of bar goods to an estimated 15,000,000 unit level, well over the 1941 level of 6,000,000 bar sales.

A brief question forum concluded the meeting, bringing out the fact operators preferred the 200-count pack as second choice, with the 100 pack suggested as standard. It also was agreed that the top commission should be 10 per cent, and that 300 to 400 bars a month was the minimum rate of sale needed to make a vender a profit-earning item. Pro and con debate on the value of a "mystery" candy column, stocking mixed brands, resulted in the majority voting against its use.

POPCORN UNITS

(Continued from page 79)

poration, Boston, and Popcorn Equipment Company, Santa Monica, Calif.

Special clinic for popcorn venders will be held during the 1949 meeting, it was announced by NAPM officials, as will clinics for popcorn distributors, theater division and commercial manufacturers.

SPECIAL
10 ADVANCE,
NORTHWESTERN
or
SILVER KING
MACHINES
with 10,000 TOT Brand KOLOR-BUB or Rain-Blo Ball Gum or 50# TOT Brand Salted Peanuts,
$100.00
Address mail to Dept. B.
T. O. THOMAS CO.
Phone 2131
1572 Jefferson Paducah, Ky.

NEW
CHARMS
That Are Out of This World!
INCREASE BUSINESS
25% TO 100%
Send $1.00 for Sample Assortment, which will be deducted from first shipment.
JACK NELSON & CO.
2320-22 Milwaukee Ave., Chicago 47, Ill.

VICTOR'S
MODEL V
The Operator's Choice is Model V, as it correctly vends ALL BULK MDSE.
Charms, Peanuts, Candy and Ball Gum. No additional parts necessary.
Write us NOW for detailed information and prices.
A Product of
VICTOR
VENDING CORP.
5701-13 Grand Ave.
Chicago 33

Cincinnati Music Ops Hold Annual Christmas Party

CINCINNATI, Dec. 18.—The Automatic Phonograph Owners' Association (APOA) annual Christmas party was held at the Gibson Hotel here Tuesday (14), with approximately 100 members and their wives in attendance.

With William Fitzpatrick as chairman of the party committee, festivities began with a dinner in the Victory Room, followed by a floor show. Paul Dixon, of WCPO, served as emsee. Table decorations included sleighs, reindeers and holly, and a large Christmas tree adorned the center of the room. Among the entertainers were the Schafferettes, four children of APOA member Joe Schaffer, who, with his wife, accompanied them at the piano. Others entertaining were Lonnie Johnson, Barbara Cameron, Larry Vincent and the Three Steps.

Women guests were given Christmas gifts and a door prize raffle was held. Following the floorshow, music and dancing held the interest of the merrymakers.

Ill. Simplex Adds Vending Machine Lines

Further Expansion Planned

(Continued from page 80)

tional ice cream bar vender; the Falcon shoeshiner, and the Refresh-O-Mat, cup-type soft drink machine produced by Practical Products in Minneapolis.

The Falcon shoeshiner will also be bandled by the Simplex domestic department, covering Illinois and Indiana.

Sutton told *The Billboard* that his export department will handle World Sales, excluding the domestic market, on each of the four lines. In the near future, Sutton said, Simplex will announce the addition of a shuffleboard line as part of its diversification program.

Alco-Deree Co. Intros Wall Box

CHICAGO, Dec. 18.—Alco-Deree Company, manufacturer of the U. S. Vending Air Conditioned candy vender, introduced a new 30-wire, 24-selection wall box selector during the NAMA show this week. Theodore J. Isaacs, vice-president, stated the unit, of cast aluminum, would be priced at $49.50. Production is scheduled within 30 to 60 days.

Firm's first coin mechanism designed for the automatic music phase of the coin machine industry, Isaacs declared it was unusual in that it featured no moving parts in its credit system. Possible plans for additional music equipment were not revealed, but Isaacs stated that his firm was interested in all types of multiple selection, accumulating credit type coin mechanisms.

Charter Music Firm

HARRISBURG, Pa., Dec. 18.—A Pennsylvania State charter has been issued to Sharon Tri-State Music, Inc., on East State Street, Sharon, authorizing the new company to capitalize at $100,000 "to buy, sell and operate music and amusement machines, coin-operated commercial phonographs and the selling of television, radio and electrical appliances."

MORE TV STATIONS ON WAY

•

Pa. Coin TV Placed Under Amuse. Tax

Hits Tavern Locations

HARRISBURG, Pa., Dec. 18.—Coin-operated television receivers cannot dodge the State Liquor Control Board's amusement tax on TV sets operated in taverns, the liquor agency ruled Wednesday (15).

Philadelphia tavern men, who on the advice of counsel had the coin devices attached to TV receiving sets, were cautioned by the board that this would not exempt them from paying the $120 annual amusement permit fee.

"The fact that a coin receptacle is connected" to a TV receiver "does not exempt the same from the statutory requirement of the special permit," Horace A. Segelbaum, attorney for the liquor board, advised Emmett McGinn, secretary of the Philadelphia Retail Liquor Dealers Association.

The State Supreme Court recently upheld the liquor board on its regulation requiring TV set operators to take out amusement permits at an annual fee of 20 per cent of their liquor license fee.

About 3000 TV sets are now operated in Pennsylvania taprooms, it was estimated by the liquor board. The additional State revenue from this source will approximate $300,000 a year, it was said.

Tradio To Continue Coin Radio Output

ASBURY PARK, N. J., Dec. 18.—While Tradio, Inc., is assigning an increasing part of its facilities to the production of Tradiovision, its large-screen television set, the firm's plans call for continued output of coin radio units, George Trad, president, declared last week. Coin radios will be produced by Tradio to satisfy continuing operator demand, he said.

The firm, which has over 20 Tradiovision sets placed in New Jersey locations, made its first installation in Washington recently. Trad said he will leave soon on a trip to the West Coast to line up new Tradiovision distributors.

Record Ban Over

WASHINGTON, Dec. 18.—Juke operators can expect a quick return to normalcy in the quality and quantity of records in the wake of the agreement between diskeries and the American Federation of Musicians (AFM), ending the year-long recording ban.

The contract, providing for a neutral administration of union welfare royalties, which was okayed by the Justice and Labor departments, makes royalties retroactive to October — leaving nothing in the way of immediate recording sessions by AFM members.

End of the ban means that the operator can once again be assured of receiving the latest hits with an orchestral, rather than a vocal background. All record manufacturers will again be able to offer the same tune, giving the operator a wider selection.

Full details of the ending of the ban will be found in the music department of this issue.

Indiana Ops Hold Meet To Discuss Tele

To Continue Study

INDIANAPOLIS, Dec. 18.—Approximately 50 operators and juke box distributors were present at a meeting in the Indianapolis Athletic Club last week to bear what progress television has made, and what effect it will have in this city on present locations, especially taverns, where juke boxes have been the chief form of entertainment.

Floyd Meeker, of the Meeker Music Company, presided at the meeting, and H. F. Dennison, of New York, was the principal speaker. Dennison, who represents the Dennison Sales Company, national sales organization for Solotone, proceeded to trace the history of coin-operated television, and advised how to operate the equipment.

(See Indiana Ops on page 88)

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New Outlets Grow Despite License Curb

720,000 Receivers in Use

WASHINGTON, Dec. 18.—Despite the freeze in effect on the granting of new television station applications, juke operators now have 49 operating stations with which to compete, and the number is climbing weekly. Scheduled to start regular operations in the next few weeks are WOIC, Washington; WDSU, New Orleans; WDTV, Pittsburgh, and KPIX, San Francisco.

Stations which commenced operation in the past few weeks include WAVE-TV, Louisville; KRSC-TV, Seattle; WMCT, Memphis; WHEN, Syracuse, and KOB, Albuquerque, N. M.

According to recent figures of the Television Broadcasters' Association (TBA), the number of TV sets already installed in the country is approximately 720,000. Eleven cities have over 10,000 sets each, with three others nearing that mark. Top TV city is New York, with 320,000 sets, followed by Philadelphia with 80,000 and Los Angeles with 43,000.

The freeze, which was put into effect by Federal Communications Commission (FCC) in late September, puts a halt to the granting of permits for new stations, pending a study by the agency of the best method to open new frequencies for the medium. The number of stations possible under the present allocation system is 406, but FCC Chairman Wayne Coy recently predicted that 1,000 stations will be

(See New Outlets on page 88)

CPMA Pushes 2 Hit Tune Extras

CLEVELAND, Dec. 18.—The Cleveland Phonograph Merchants' Association (CPMA) this week added two Hit Tune extras to be promoted via more than 3,000 music machines here.

According to Sanford Levine, chairman of record promotions for the association, the new selections are *Silver Dollars* and *Rosemary*, both on the Castle label and featuring Jimmy Dodd.

DETROIT OPS LOOK TO '49

See Music Dept. for This Info

Among the stories of interest to the coin machine industry to be found in the Music Department of this issue of The Billboard are:

DISKERS CUT POST-BAN WAX CAUTIOUSLY. Major waxeries take the ban-lift quietly, with a "wait and see" attitude.

A&R STAFFERS REVAMP TALENT ROSTERS. Additions and eliminations create post-ban activity in lining up recording pacts.

CANADA TALENT STRONG WITH BAN-LIFT. Ban, which has given strength to Canadian musicians, now finds them strong at ban's end.

VARSITY-MILLS FUSS KAYOS DISK. Diskery withdraws *Say Something Sweet to Your Sweetheart* in fuss with Mills pubbery.

And other informative news stories as well as the *Honor Roll of Hits* and Pop Charts.

•

Music, Games First To Show $$$ Increases

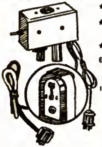
Vender Interest High

(Continued from page 83)

been little transfer of personnel from one field to another. On the contrary, a number of operators have dropped combination routes in favor of specialization, music, vending, or games. Some music operators reported having difficulty servicing today's involved types of games, and pin game

(See Music, Games on page 88)

For the Finest in Record Reproduction
Use
G. E. Magnetic High Fidelity
LIGHTWEIGHT PICKUP
With Permanent Sapphire Stylus



- ★ No Needle Scratch
- ★ Seeburg — Light tone arm elec. cancel $19.95
- ★ Wurlitzer Kit $14.95

Elec cancel $4.00 extra.
Other makes on request
1/3 Deposit Bal C.O.D

ADVANCE MUSIC CO.
1806 Grand
Kansas City Mo.

LIGHTWEIGHT PICKUPS
For All Wurlitzer and Seeburgs
Perfect Tone—Easy on Records

Nothing to change—just plug it in
JACOBS MANUFACTURING CO. INC
Stevens Point Wisconsin
Sole Canadian Distributor
ST THOMAS COIN SALES LTD
St. Thomas Ontario. Canada

Music, Games First To Show $$$ Increases

Vender Interest High

(Continued from page 87)

operators said they didn't like the relatively low profit margin on music.

Turnover among music operators has been large, with a good proportion going out of business. There are about 125 in the city now, compared to 175 a year ago. New operators, who started after the war, found the business tougher than they anticipated and many dropped out. Mostly, they have or are selling out to the older established operators, and the average size of the routes is increasing.

In the music field, Roy Clason, business manager of the Michigan Automatic Phonograph Owners' Association, declared that business for the year was off by 20 per cent from 1947, but that recent weeks had shown an upturn.

"The equipment situation is bound to remain tight because of the financial position of operators," he said. "While there is no shortage of machines any more, the decrease in the average gross decreases the value of machines, and they will have to come down more before operators will buy freely.

"Actually, operators can get along without much more in the way of purchases for another two years. Most machines today are 1946 or later models, and, with a four, or, as some now prefer, five-year depreciation program, they will not be ready to replace for sometime to come.

Biz Settling

"Business in the music field has settled down after the growing pains of the war and postwar period. Nobody is putting big money into it now.

"Financing is the operators' main problem. Banks will not buy or loan on juke box paper any longer. Operators are satisfied, because, with purchases necessarily on a cash basis, they won't have to buy machines so often to meet competition. Only the operator who has enough capital to put in a real investment can afford to get into the business now, and the operator who started on a shoestring will no longer cause others as well as himself to lose money.

"Television, I believe, will eat into a portion of music revenue, but not too seriously, perhaps 5 per cent. Wrestling matches and other types of free shows do cut receipts heavily, but I believe television will soon have to go into more sponsored programing in economic self-protection. That should mean more of the soap opera type of program which does not hurt operators so much."

Vend Picture

In the vending field, there is much interest in the larger types of new venders, chiefly for beverages. Most such installations appear to be going into industrial locations and little information has been made available regarding their scope of operation.

Surprisingly, the cigarette vender picture has been quiet for the past few weeks, as compared to other types of machines. Volume has dropped very little from a year ago, altho profit has been cut in half, according to Hugh C. Howes, of the Howes-Shoemaker Company, one of the largest operators.

Cigarette machines have been caught squarely by prices with 20-cent operation practically universal since August. Local stores generally sell at the same price, except for some cut rate spots, and there is little evidence that machines have lost out to over-the-counter sales.

On the other hand, the profit margin is so low that gainful operation becomes difficult. In turn, this has meant that operators are not buying new equipment, considering present machines at $200 to $300 too high priced in relation to the potential profit. One result, Howes pointed out, has been that firms that always bought new equipment are buying and reconditioning used equipment.

This field, incidentally, is showing little turnover in personnel. With prices discouraging new operators, the old-line operators are well stabilized.

Attention, Associations

During the past year many new associations have come into being and other established ones have been more active than ever before In order to adequately cover this important phase of the industry it is necessary for The Billboard to have an up-to-date listing of these associations with other pertinent information. Therefore we hope you will take a few minutes to complete the following questionnaire and send it to The Billboard 155 North Clark Street Chicago

Thank you.

Name ....
Address ....
Officers ....
Board of Directors ....
How Often Do You Meet? ....
Date of Annual Meet ....
Cover What Kind of Operations? Music Amusement Vending
....
Please check those applicable.

INDIANA OPS

(Continued from page 87)

Indiana operators are trying to learn more about television and the reception they can expect. The price of television equipment, the guarantee of good programs, the upkeep of the instrument, and what locations are best suited are some of the answers they are seeking. One of the most important questions is the tax problem: Are taverns to come under amusement taxes, or are they to pay a regular theater tax? However, until television becomes a form of entertainment, it is impossible to tell what might be done in the way of taxation.

It was decided to find out more about television by sending operators to cities near by where television is in operation. The only reception received here is thru Cincinnati, and it is not good.

NEW OUTLETS

(Continued from page 87)

operating in the next five years.

Prior to ordering a TV halt, FCC had granted construction permits to 123 stations, all of which are allowed to go on the air regardless of the duration of the freeze. According to Coy, the freeze will be lifted sometime in the spring of 1949.

Another Aireon First!
Coronet
with
TELEVISION

NEW RECORDS! NEW RECORDS!
ONLY 25¢ EACH
(Packed 100 to a Box)
These records are carefully inspected and well packed. Will stand any shipping distance. Send ⅓ deposit, balance C. O. D. Can ship any size order same day received
Write for catalog of complete stock.
Write—Wire—Phone
THE MUSIC BOX
292 Madison Memphis. Tenn
Tel.: 37-7701

WILL PAY $100.00
For Model 1200-A Aireon Phonographs.
BOX D-110
c/o The Billboard, Cincinnati 22, O.

The Record

The AMI Phonograph tops them all in sales, money making, and musical performance. Why? Because it gives the public twice as much music, doubles the attraction power of the ordinary phonograph, and at the same time allows you to operate with greatest efficiency and economy. For three years it has been the only modern, contemporary phonograph. It has proven it can play both sides of every record just as efficiently and unfailingly as the mechanism that can play only one side. Its amazing history certifies this valuable fact: with the AMI you can make more money, sign up better locations, please more people—at no extra cost to you—than you can with any other phonograph. The record shows that your most practical package is 20 discs and 40 titles!

AMI *Incorporated*
127 NORTH DEARBORN STREET, CHICAGO 2, ILL.

See Our Exhibit at the Coin Machine Show—Booth Nos. 37, 38, 39, 40

FOR SALE—READY FOR LOCATION
SEEBURG WIRELESS BAR-O-MATICS, WB-1Z $22.50
SEEBURG 3-WIRE BAR-O-MATICS, DSB-1Z 17.50
⅓ With Order, Balance C. O. D.
ATLAS DISTRIBUTORS
1024 COMMONWEALTH AVE. BOSTON, MASS.

COINMEN YOU KNOW

Chicago:

Ed Levin and Sam Lewis, Chicago Coin, report that the Re-Bound showings held by M. Y. Blum at his Wichita, Kan., showrooms recently, drew many visitors. One op won a shuffleboard as a door prize. Blum heads United Distributing. . . . Mrs. I. M. Danner, official of McDowell Manufacturing, Pittsburgh, had a little trouble getting her coin-operated Relax-a-Lator started at the NAAPPB show due to an electrician gumming up the mechanism in setting up the machine. Despite the handicap, the foot stimulator drew much attention from conventioneers. McDowell concern also makes a newspaper vender and a variety of steel products.

Visitors flocked to the J. H. Keeney & Company plant last week, making a "two-birds-with-one-stone" journey as they all planned to take in the NAMA show, John Conroe, cigarette vender division head, reports. Among the callers were Dave Bond, Dave Risken, Dan Brown and Bill Sorenson, of Trimont Coin, Boston; I. H. Rothstein, Banner Specialty, Philadelphia, head of the two-city Banner firm, and Harry Rosenthal, from the Pittsburgh Banner firm; William Happel Jr., Badger Sales, Los Angeles; Ben Robinson, Robinson Distributing Company, New Orleans; William Cohen and Ben Freidman, Minneapolis Silent Sales Company, Minneapolis; David Hirsch, Central Ohio Coin, Columbus, O., and Dave Liebling and Saul Weiss, Cleveland Coin Machine Exchange, Cleveland.

Rex Shriver, H. C. Evans Company, is enthused about his firm buying the Mills phonograph manufacturing rights, dies, etc. He claims that the new product will round out Evans's already comprehensive coin line. Les Reick, recently Mills phonograph sales manager, is going to be in charge of sales of the Evans phonograph line.

Exhibit Supply officials believe that the Mauser Pistol Gallery, which it is now producing under an exclusive license arrangement with Dale Engineering, Long Beach, Calif., will prove a worthy addition to its revamped arcade line. Other new pieces include a de luxe card vender and Jitters, an arcade machine. Exhibit's See-a-View, developed for fall delivery, was well received at the NAAPPB show. . . . Paul Federman, Williams Manufacturing's field liaison man, claims that in the short time that he has been combing the Eastern and Southwestern territories he has become convinced that the amusement game business is there if distributors will really get out and work for it. Saratoga, Williams' new five-ball now in full production, features thumper-bumpers which give a 360 degree

Hartford:

Max Perlman, of the Atlantic-Connecticut Corporation, area Seeburg distributors, and Jack C. Gordon, area sales representative for the Seeburg organization, of Chicago, were slated for a trip to Chicago to view the new Seeburg products.

The body of William G. Murphy, killed in action in the European Theater of Operations during World War II, has been returned to Hartford from Germany. Prior to going into the army in the spring of 1942, Murphy was employed by the Veeder-Root Company, local manufacturers of counting and computing devices for coin machines.

Connecticut's State Labor Commissioner has revealed that unemployment is higher and jobs are fewer than a year ago in this State. He said there were about 26,000 unemployed in Connecticut during the first week in December, almost twice as many as a year ago. He added, however, that the unemployment situation is not alarming and indicates a "return to normally competitive markets in consumer goods industries."

Los Angeles:

Art Crane looking in the door at the Paul A. Laymon Company to see how the customers are going for Genco's new One-Two-Three game. Ed Wilks, of the Laymon Company, giving visitors the lowdown on the game. . . . Mary Solie and the rest of the crew at the W. H. Leuenhagen Company look forward to Monday morning when Melba Kindig comes up from Long Beach to pick out her weekly supply of recordings. Seems that she keeps the place in stitches with her dry sense of humor. A few laughs are needed on Pico Street these days, the boys say.

Ben Pollack, who shed his baton for an executive desk with Jewel Records, says he's got some good ones coming up. . . . Ben Spalding left the Phoenix sunshine to go shopping for records here last week. . . . The whole street was talking about the $100,000 auction of the M. S. Wolf Distributing Company. . . . A recent visitor on coin machine row was M. H. Stearns, of the Valley Amusement Company, Marysville. . . . Bud Parr, of the System Amusement Exchange, says he's getting some good orders with his V-shaped black top rebound Olympic shuffleboard. Due to its short length it will fit in many locations that otherwise might not be able to accommodate a board.

Detroit:

Thomas A. Murphy and James F. Szejbach are opening the Alpena Launderette on North Second Street, Alpena, with a capitalization of $20,000. . . . George Zimmerman is opening the Woods Launderette in Grosse Pointe, East Side suburb, at Mack Avenue and Brys Drive.

Marion Ryan is in charge of the Detroit office of the Vending Machine Corporation of America, which has completed its second move in less than a year, this time to a centrally located headquarters on Alfred Street. . . . Andrew McLean reports the State Amusement Company is turning out two new models of shoeshine machines, in addition to handling its established pool table and cabinet work for other amusement devices.

Ben Rosen, manager of Confection Cabinet Corporation, has been named chairman of the membership committee of the Michigan Variety Club. . . . J. H. Nolan has succeeded R. O. Griffiths as manager of Dasco Products Company, East Detroit, manufacturer of frames and parts for various coin machines. . . . Joseph Emerick, who was a candidate for sheriff of Wayne County last fall, has sold out his route of Pool-o-Games to Joseph Matecki and will continue to operate the Merry Circle Tavern, Wayne, Mich. Emerick also has given up his machine manufacturing plans.

Twin Cities:

August Riley, of Hazelton, N. D., in town for a physical check-up and treatment at the University of Minnesota, took advantage of the opportunity to trade a few old jukes for some new music equipment. . . . Lyle Kesting, of Appleton, is taking over operation of the route with his father, Henry, retiring from active participation in the business. . . . Leo Bearth, Minneapolis operator, is buying new music and pin games for an operation at Wolf Point, Mont. . . . Oscar Schaeffer, Midwest Coin Machine, reports that the Edelcos automatic pool table, 10-cent coin-operated, is so popular that he was forced to sell the floor sample and now is waiting shipment of additional merchandise.

Fred Gates, operator of the Playland Arcade on Hennepin Avenue, near Eighth Street in Minneapolis, is using the front end of his establishment as a display center for electrical home appliances. Gates made the front page of the Minneapolis morning paper, picture and all, when he presented a station wagon to Mrs. Hubert H. Humphrey, wife of Minnesota's United States senator-elect, as a gift from Minneapolis business men. . . . Chuck Karter, St. Paul coin machine operator, is disposing of his arcade equipment and is concentrating on the acquisition of five-balls. . . . The same is true of E. A. Coddington, of Minneapolis.

Philadelphia:

Sam Lerner, pioneer music machine and pinball operator in the city, has added night club operation to his interests. The head of the Stanley Amusement Company and the Stanley Music Company, in addition to operating the Stanley Amusement Arcade in Wildwood, N. J., for many summers, Lerner has purchased Lou's Moravian Bar, midtown musical bar, from Lou Lantos and Bill Dempsey. With his wife, Lerner is also the owner of the Dorothy Lerner gift shop. His son, Mac, will manage the Moravian spot.

When William Bierman, an employee of the Unit Vending Company, cigarette machine operation, returned to his parked automobile recently, he found $900 had been stolen. He had locked the car when he went to service a machine near by and the money was in a box on the front seat of the car.

Larry Goldmeier, of Poppers Supply Company, is vacationing in Florida. . . . David Yaffe, of Y & Y Popcorn, returning from a business trip, announced that his firm will branch out in the ice cream field. . . . Music operator Ernest Brown is back at his desk after being bedded several weeks with a back injury. He was hurt lifting one of his music machines.

Attention, Associations

During the past year many new associations have come into being, and other established ones have been more active than ever before. In order to adequately cover this important phase of the industry, it is necessary for The Billboard to have an up-to-date listing of these associations, with other pertinent information. Therefore, we hope you will take a few minutes to complete the following questionnaire and send it to The Billboard, 155 North Clark Street, Chicago.

Thank you.

Name ....

Address ....

Officers ....

Board of Directors ....

How Often Do You Meet? ....

Date of Annual Meet ....

Cover What Kind of Operations? Music Amusement Vending

....

Please check those applicable.

New York:

Local operators and distributors turned out in full force December 9-11 for the premiere Eastern showing of the new Seeburg Select-o-Matic 100 at the new-old showrooms of the Atlantic New York Corporation. Ops lavishly praised both the new Seeburg equipment and Atlantic's smartly redecorated headquarters to the complete satisfaction of Meyer Parkoff, Bert Lane, Harry Rosen and the rest of Atlantic personnel as well as Seeburg representatives on hand for the showing. Mac Perlman, of the firm's Connecticut office, reports that the Hartford show December 12 was equally successful.

Carl W. Leveau, of the Electric Boat Company, Bayonne, N. J., has been a frequent dinner guest at the Roosevelt Hotel, seeing his old friend and fellow boating enthusiast, band leader Guy Lombardo. The Electric Boat Company's entry into the coin machine field is announced elsewhere in this issue.

Irv Morris, of Active Amusement's Newark office, was a 10th Avenue visitor last week. . . . Dominic Ambrose, Long Island operator, was also in town making the rounds of local distributors. . . . Tradio's George Trad was another out-of-town coinman to visit New York on business last week. George reports that the firm's increased production of Tradiovision has been accomplished without sacrificing production of Tradio coin-operated radio models.

Hal R. Meeks, national distributor of Mills gum venders, says that he is getting an increasing number of inquiries from candy machine operators who are interested in the penny machines as a means of supplementing income from their present locations. . . . Irv and Milt Goldstein, top men of the Automatic Book Vending Machine Corporation, are wearing smiles as a result of the reception their product, Book-o-Mat, received at the NAMA show in Chicago.

Sid Rubenstein, of Pioneer Vending Machine Service, Brooklyn, was forced to miss the NAMA convention because of illness in his family. . . . Perry Wachtel, of De Perri Advertising, made a flying trip to the show while partner Ben Smith stayed in town to service the firm's coin machine accounts.

Houston:

The new Seeburg 100-selection automatic phonograph got a very favorable reception from South Texas music men at the Houston showing. A display and demonstration of the new models was held December 15-17 at the Houston branch of S. H. Lynch Company, under direction of A. A. Sage and H. A. Franz, branch manager and assistant, respectively. An estimated total of 300 music operators and servicemen attended. Besides Houston the following cities and towns in South Texas were represented: Galveston, Beaumont, Port Arthur, Orange, Caldwell, Cameron, Bryan, El Campo, Baytown, Freeport, Bay City, Dickinson, Liberty, Rosenburg, Schulenberg, Angelton and others. Luncheon with choice of drinks was served each day.

Washington:

Washington Music Guild (WMG) has two new members, Jack Sapienza and Jack Q. Spitler. Henry D. Gimmbel and Frank Crawley are now associate members. . . . WMG has sent in the name of its president, Hirsh de la Viez, to the Coin Machine Institute as its recommendation for the Coinman of the Year. . . . Maurice A. Lockhart, formerly with Alco Amusement Company, is now working for U. S. Automobile Association. . . . Jose Lanauzi has also left Alco to return to Puerto Rico

Cigar Machine Production Low; Upped in 1949?

CHICAGO. Dec. 18.—Moderate production runs were reported by cigar machine manufacturers at the NAMA convention this week, reflecting a relatively small increase in the number of operators who have turned to cigar vending as a complementary medium for cigarette routes, or who have established full-time cigar operations.

But manufacturers seemed agreed that 1949 will find more and more operators turning to cigar vending as an effective way to obtain extra income without a sizable investment required either in equipment or in added overhead.

Stange-Sharenow, of Newark, N. J., national distributors of the Amith Manufacturing Corporation, showed a unit listing at $34.50, and offered a bracket for attaching it to other venders at $1.

The Malkin-Illion Company, Irvington, N. J., offered its Phillies' vender at $44.50, cash, with an added $2 charge for purchase on time. Floor stands put out by the company sell at $10, counter bases at $5 and brackets, for attaching the units to cigarette machines, at $2.

Cigaromat Corporation of America showed both its three and six-column models priced at $65 and $85 respectively. Stand for the three-column vender lists at $10, with $15 the charge for the larger stand. Brackets for both are $2.

Rowe Manufacturing Company's cigar unit, selling at $25, is issued as optional equipment for cigarette venders. Designed for installation as an integral part of the Rowe cigarette machine, the cigar units, if used, must replace the firm's match vending unit.

Supplies In Brief

Peanut Use

WASHINGTON, Dec. 18.—The per capita consumption of peanuts this year is expected to be 4.6 pounds, identical with that of last year, Agriculture Department has stated. This estimate is slightly above the pre-war average of 4.4 pounds but about two pounds below the peak per capita peanut use reached in 1945.

Diamond Exec To Retire

NEW YORK, Dec. 18.—Diamond Match Company announced last week that J. L. Franklin, Texas representative of firm's B-F-D Division, will retire January 1. E. B. Howard, sales manager, stated that Franklin.

Look To The GENERAL *For* LEADERSHIP

2 Top Location-Tested Games! . . Now Delivering!

● Gottlieb's ROUND-UP ● Williams' SARATOGA

and All Other Latest Games

FULLY RECONDITIONED 5 BALLS

ALI-BABA	$169.50	NEVADA	$ 88.50
AMBER	23.50	RANGER	39.50
BAFFLE CARD	28.50	ROCKET	43.50
BALLYHOO	33.50	SEA ISLE	59.50
BARNACLE BILL	133.50	SMARTY	23.50
BOWLING LEAGUE	49.50	SPEEDWAY	178.50
CAROUSEL (Flippers)	49.50	STARLITE	83.50
GOLD BALL	49.50	STATE FAIR	29.50
HONEY	33.50	STEP-UP	29.50
HUMPTY DUMPTY	33.50	SUPER SCORE	29.50
KING COLE	153.50	TORNADO	39.50
LADY ROBIN HOOD	115.00	TRADEWINDS	119.50
LUCKY STAR	49.50	TRINIDAD	115.00
MERRY WIDOW	165.50	WISCONSIN	133.50
MIDGET RACER	29.50	YANKS	110.00
MONTERREY	133.50		

Member National Coin Machine Distributors' Association

TERMS: 1/3 cash with order, balance C.O.D. Write for our complete bulletin.

CMI

GENERAL *Vending Sales Corp.*

BIDDLE & HOWARD STS. *Phone: Vernon 4119* BALTIMORE 1, MD.

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Buy additional subscriptions in conjunction with The Billboard's First Annual Coin Machine Roll Call NOW!

For only $1 you can get the next 8 issues, including the

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New Bulk Units Stress Service, Cleaning Ease

CHICAGO, Dec. 18.—Bulk venders shared the new machine and improved model spotlight at the NAMA exhibit here this week, with four manufacturers offering equipment in this category, while three other bulk vender makers displayed standardized models carried over from 1947-'48.

A new firm with a "precision die-cast" bulk vender, the Oak Manufacturing Company, Inc., Los Angeles, headed by Leon (Hi Ho) Silver, displayed its vari-colored Acorn machine. Listing for $13.95, vender features 30-second dissembly and assembly, requiring removal of one center rod locking nut only to break down the machine's 12 component parts. Machine is covered by 32 basic patents, Silver stated.

A penny or nickel coin mechanism may be used. Featuring the slide-in type, it may be installed or removed without tools. Head, available as a separate service unit, removes necessity for filling machine on location. Globe contains five pounds of nuts or six pounds of bulk candy. Interchangeable base sections permit combinations of four baked enamel finishes—red, yellow, blue, green. A straight hammerloid gunmetal finish is also available. With 2,500 test models now in the field, Silver said that initial deliveries of production models will begin this week.

Tray Model

A second bulk vender, the Acorn Jr. tray-type model, will be introduced shortly by the firm. Featuring a highly polished aluminum base and tray, accommodating penny and nickel mechanism, it will be "sold at a low price," Silver announced. Currently, regional distributors are being appointed on a national scale to handle both units.

Northwestern Corporation, Morris, Ill., debuted its new model 49 bulk unit (*The Billboard*, December 18), stressing modern angular design base and merchandise compartment, called the Sani-Carry and eliminating "fill on location" chores. Filled globe, with a threaded circular neck fitted with a screw-on cap with handle, may be carried to location to replace empty globe on machine. Change is made by unscrewing rotary delivery mechanism, which is then screwed on filled globe. A flip-up lever locks the globe in place. No tools are required for servicing. Penny and nickel mechanisms are optional and interchangeable. Prices: $17.55 in lots of less than 25, $17.25 for less than 100 and $16.96 for over 100-unit orders. Firm's dual nut machine, introduced last year, was also shown.

Fast Service

Atlas Manufacturing & Sales Corporation, Cleveland, introduced a two-piece removable delivery chute on its de luxe bulk vender model. Chute, by not being cast with base, affords swifter, more efficient cleaning, officials said. Base itself is increased in height and comes in two parts. Firm's three models, the DeLuxe, Ace and Bantam, are still priced at $14.50 each.

Both Tri-Mor and Bi-Mor models of the Columbus Vending Company, Columbus, O., were shown. Initial deliveries were made during the last two weeks. Introduced at the 1947 NAMA meet, the multiple units were not placed in production until three weeks ago. Delivery is now promised on a 15-day basis. Penny and nickel coin chutes are optional; stands are available in new blue hammerloid enamel or polished chrome finish.

Ajax Distributing Company, Newark, N. J., featured its Ajax three-column hot nut vender, priced at $79.50 with side cup dispenser. The Ajax unit, introduced in Newark last summer (*The Billboard*, September 5) is manufactured for the firm by the Tropical Nut Company, Chicago.

Vending, Cooler Problems Aired At Bottle Meet

CHICAGO, Dec. 18.—With many bottlers in attendance at this year's National Automatic Merchandising Association (NAMA) convention, the bottle beverage round table held Wednesday at the Palmer House drew a heavy attendance to discuss the various phases of the automatic merchandising industry as it pertains to their particular field. The three-hour session was moderated by G. R. Schreiber, editor of *Vend* and editor of the coin machine department of *The Billboard* and was spearheaded by representatives of several Coca-Cola bottling plants. Everett Newcomber, of City Milk, and others in the manufacturing and bottling field.

While the session was, in the main, devoted to the various methods in which the bottlers place their merchandise before the public via bottle venders and coolers, the increasing use of coin-operated equipment as a sales factor was an accepted fact by practically all those present. Many of the companies are still working out their programs, while others are planning changes in their current set-up to meet changing economic conditions. Methods of handling service, selective as compared to single-flavor units, whether venders are valuable from a promotional view as well as a sales angle, and problems peculiar to areas thruout the country, were just a few of the subjects explored thru discussion.

Speaking for Pepsi-Cola, Eduard Baruch pointed out that the firm has not set up a formal program (for vending machines) as yet. Pepsi-Cola is testing equipment, said Baruch, and passing along the results of these tests to their bottlers, allowing the latter the right to select their own machines.

Carl Boyle, representing Dr. Pepper, and one of those bottlers who have been working with vending machines over a long period of time, stated: "The vending machine is a must today, putting into the bottler's hands tools to do the (selling) job."

Also a source of vast information, altho gleaned over a shorter period of time, was Bill Miller, Coca-Cola of Louisville, who reported on his firm's entry into the vending field, and related the methods in which the firm operates in the automatic merchandising field.

Ven-Dures Set To Produce New Aspirin Venders

CHICAGO, Dec. 18.—Dies have been cut and production is ready to begin on the Ven-Dures aspirin vending machine shown the trade for the first time at the NAMA show in Chicago this week. The machine is produced by Ven-Dures, Inc., Seattle, and will be leased rather than sold outright to operators.

Ven-Dures, Inc., was originally formed to test vitamin vending in co-operation with Miles Laboratories, Elkhart, Ind. Between 500 and 750 of the vitamin venders were placed on test location in the Northwest and are still in operation there, but Miles has withdrawn from active participation in that operation.

For that reason, Ven-Dures is concentrating on aspirin according to Howard Doyle, the firm's manager. Ven-Dures proposes to lease its machines to operators for $8.50—which, Doyle says, is the actual manufacturing cost of the equipment. Operators pay 50 per cent on order and the remainder on sight draft bill of lading.

In the leasing agreement, operators agree to purchase aspirin from Ven-Dures at $3.75 per 1,000. The aspirin packaged in a continuous strip of cellophane, sells for a penny.

Stoner Unveils Three New Coin Units for Ops

CHICAGO, Dec. 18.—Stoner Manufacturing Corporation officially introduced a trio of new vender units during its display of the Univender line at the NAMA convention in the Palmer House here this week. Featuring its recently announced nickel-dime coin device and coin changer (*The Billboard*, December 4), accent was also placed on the combination nickel-package gum, mint, fruit drop, four-column unit designed as auxiliary built-in equipment on standard Univender models, and a new penny combination stick-tab gum stand vender.

Changemaker unit, accommodating $10 in nickels in its payout tube and including a nickel-dime dual price coin unit enabling both 5 and 10-cent items to be sold thru a single machine (allowing use of two nickels for dime merchandise) is optional equipment. Price of this combination unit is $10. Firm's quarter mechanism (vending any three combinations of 25-cent, 50-cent, 75-cent or $1) continues available as optional equipment, also.

Gum Vender Changes

The four-column gum, mint, fruit drop dispensing unit, introduced at a private showing during the 1947 NAMA convention, was reintroduced this year. Undergoing extensive testing during the past year, this unit is scheduled to be placed in full production by the end of January. Added cost will be $25. Taking the place of a regular candy column, the new four-way unit is actuated by the same coin mechanism controlling the standard columns. The four columns are positioned, one immediately in back of the other, with the largest-capacity column first. A roll-type selector, set out from the face of the vender at the base of the column, carries the four actual items vended, and an indicator pointer selects item desired. If that particular column is empty, an "empty hand" so informs the customer. Total capacity of the four columns is either 158 packs of gum, 104 mint packs or 90 fruit drop rolls. Combinations of all three may be used.

Taking the largest-capacity item (gum) each column stocks, respectively, 36, 38, 41 and 43 packages. Using mints, capacities are 24, 25, 27 and 28 packs, while fruit drops may be stocked up to 21, 22, 23 and 24 packs in each column, in rear to front sequence.

Stoner's penny gum vender, shown for the first time, is designed after the Univender pattern and may be mounted on either side of the large machine. Gum vender and mounting bracket will be priced at $30; first deliveries will be made in March. Unit is 15 inches high, 10 inches wide and 5 inches deep.

Various combinations of tab, candy-coated and stick gum may be used in one machine. Three different size vending columns are interchangeable. Only one column of stick gum may be used, however, if all three types are to be placed in one unit. Stoner officials state that location tests indicate that the one stick, two tab and two candy-coated gum columns are the most desirable combination. This also gives the vender only one column short of its maximum potential of six columns. If two stick gum columns are used, companion item must be two columns of candy-coated gum.

ATTENTION!

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1 Wurlitzer 1100	598.50
1 Wurlitzer 1015	395.00
1 Wurlitzer 21 & Std.	22.50
1 25¢ Mills Jewel Bell	150.00
2 Green Vest Pockets. Ea.	22.50
4 Genco Bing-a-Rolls. Ea.	275.00
2 Roll-a-Ball Skee Alleys. Ea.	25.00
20 W22Z Seeburg Wallboxes. Ea.	10.00

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Candymakers Stress Vend, Pack, $3 Price

CHICAGO, Dec. 18.—Displaying merchandise for candy machine operators, 27 confectionery and one ball gum manufacturer occupied fourth and seventh floor exhibit space in the Palmer House during the 1948 NAMA convention here this week. Stick gum makers were not represented at this year's meeting (four major gum firms displayed at the 1947 show).

Dime bars remained relegated to second place in the exhibit limelight, as they did last year, with a number of firms stressing 100-count vend packs (see NAMA candy session story this issue) pegged at or near the $3 level. Introduction of new bars was at a minimum, but several new packaged candy flavors were announced. With elimination of candy ingredient and plant machinery headaches during the past year, candymakers are all in top production and back at work selling their product.

Walter H. Johnson Company introduced a new "automatic vending" bar in its Power House label. Bar, with the words Automatic Vending appearing on one side of its wrapper, is of smaller size (1⅜ ounces) than the regular size Power House bar (1¾ ounces). Also, the smaller vend bar, strangely, comes in a smaller count (72 at $2.16) than its larger counterpart (96 at $3.20).

Wilbur-Suchard Chocolate Company officials stated that a new bar was forthcoming, but declined to comment on type, weight, count or price. Shotwell Manufacturing Company announced the continuation of its vend pack (100 count) Hi Mack and Big Yank bars at $2.90 each. Large count (also available in 200 pack) was introduced earlier this year.

Hard Candy

In the hard candy line, F&F Laboratories, Inc., debuted a new cherry flavor in its Juicelets package. Price is $2.55 for the 100-count pack. Charm Sales Company unveiled a new coffee flavor charm package. Unlike the regular charm line selling at $2.75 for the 100-count, however, the coffee item is available only in a 20-count. Price was not given, but was stated to be slightly higher than the regular flavors. Two more flavors, butterscotch and rum and butter, are scheduled for early addition to the Charm line.

Chase Candy Company continues to price its chocolate mint cream bar, introduced during the year, at $3 per 100-count pack. Huyler's is another of the many firms maintaining the $3 tag on its 100-count vend packs.

Rite Gum Company, Inc., Memphis, new firm which introduced its ball gum this week, displayed its 100-count vend box at 35 cents each. Firm's president, George Ransom, stated that only top quality gum is offered in six flavors and six colors. Gum comes in ⅝-inch size; minimum shipment is one case (50 boxes) at $17.50.

Propose Added Taxes in Omaha

OMAHA, Dec. 18.—The Omaha City Council, which already has boosted the tax on cigarette machines from $5 to $10 a year, is expected to up the impost on other coin machines.

Now before the council is a proposal which would fix these annual taxes: Popcorn vending machines $10, and $5 on pop or other soft drink venders.

Fred Melchiors, operator of the Canteen Company, proposed a flat fee, saying the proposed taxes would drive most operators out of business.

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Three-Way	595
Bally TRIPLE BELL	485
Bally DOUBLE-UP	325
Bally DRAW BELL	185
Mills THREE BELLS, Post-War	275
Mills THREE BELLS, Pre-War	120

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TWO YOUNG SALES staffers at Bell-o-Matic Corporation compare notes and find they have a combined 32 years in the coin machine field. Bill Nixon (left) has been in the trade 13 years, while Johnny Kelly soon will begin his 20th year. Vince Shay, firm president, calls them his heavenly twins as both started at the bottom of the ladder with Mills Novelty and both joined Bell-o-Matic when it was formed in 1945.

Cut Proposed Coin Machine Tax in Akron; Omit Venders

(Continued from page 78)

would not be opposed, they said. And, that's where the matter now stands. The city would collect $15,000 to $20,000 a year from the new tax source.

At least one other Ohio city, however, intends to license and tax vending machines as a revenue-raising step to help defray local government expenses.

Lorain, O., council is now considering an ordinance providing that distributors of mechanical devices be required to pay $1,000 per year and an additional $50 per machine on non free-play units.

City Solicitor John Pincura reported that the measure is one of six designed to bring into the city treasury from $20,000 to $25,000 annually.

"The ordinances have been drafted to carry out suggestions of the citizens tax committee after a study made earlier this year," Pincura said.

Other local revenue raising ordinances would require permits for bingo games, baseball ticker tape service, pool rooms and bowling alleys.

Pinball machines, formerly banned by the city, would be legalized under the ordinances requiring licenses on coin-operated devices.

Like Akron, the Lorain citizens' tax committee suggested the special licenses as one way financially distressed Ohio cities can help defray the cost of their local governments.

Mayor Charles E. Slusser of Akron, however, is cool toward the idea, just as he was when the council passed a 3 per cent amusement tax on bingo games recently.

"These nuisance taxes cause us a lot of trouble; they are hard to collect and, in the long run, do not produce enough to make any dent in the operating deficit," the mayor said.

Ed Day, chairman of the finance committee of city council, said, "We are talking about peanuts when we consider these taxes. We need dollars, not peanuts."

PHILLY STORES

(Continued from page 78)

there is a steady stream of youngsters always waiting to see movies of Santa, Donald Duck, Woody the Woodpecker, et al.

At Meyer's Youth Center, children's wear store in the Broad and Olney shopping sector, there are a dozen machines, placed in rows of four, in various sections of the store. Parents on a holiday shopping spree with their youngsters, and particularly those waiting in line to see the store's Santa Claus, can hardly pass up the machines.

So successful are the movie machines that the store management is counting on keeping them on location the year round, not only as a money maker for the space they occupy, but as excellent creators of store patronage.

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SEE IT IN BOOTHS 9 AND 10
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RECORDS MOST PLAYED BY DISK JOCKEYS

(Continued from page 27)

POSITION Weeks to date	Last Week	This Week		Lic. By
5	18	12.	A LITTLE BIRD TOLD ME..P. Watson ....Supreme S-1507	ASCAP
11	14	12.	YOU WERE ONLY FOOLIN'. Blue Barron..MGM 10105	ASCAP
8	17	14.	BUTTONS AND BOWS.....B. Garret-H. Mooney Ork...........MGM 10244	ASCAP
7	15	15.	ON A SLOW BOAT TO CHINA ....Art Lund...MGM 10209	ASCAP
6	9	16.	BUTTONS AND BOWS.....The Dinning Sisters and Art Van Damme Quintet..........Capitol 15184	ASCAP
2	27	17.	A LITTLE BIRD TOLD ME. Blue Lu Barker Ork..........Capitol 15308	ASCAP
7	12	18.	BUTTONS AND BOWS.....Betty Rhodes-H. Zimmerman Ork ....Victor 20-3078	ASCAP
5	18	19.	ON A SLOW BOAT TO CHINA .... B. Goodman Ork-A. Hendrickson ....Capitol 15208	ASCAP
21	13	20.	MAYBE YOU'LL BE THERE. Gordon Jenkins ....Decca 24403 (J. Fina Ork, Mercury 5160; Varsity 102; Varsity Ork-Frank & Chorus, Varsity 102; Jack Carroll-David Rhodes Ork, National 9033; E. Howard Ork, Mercury 5214)	ASCAP
6	22	21.	YOU WERE ONLY FOOLIN'. K. Starr....Capitol 15226	ASCAP
7	23	22.	IT'S TOO SOON TO KNOW..The Orioles ....Natural 5000 (The Ravens, National 9056; L. Richardson, DeLuxe 3198; M. Robinson, MGM 10300; A. Russell-The Pied Pipers, Capitol 15281; D. Washington, Mercury 8107)	ASCAP
2	26	23.	HERE COMES SANTA CLAUS ....G. Autry. Columbia 20377 (J. Rogers & His '49-ers, Victor 20-3243; C. Stone & Ork, Capitol 15205)	ASCAP
1	—	24.	WHITE CHRISTMAS ......B. Crosby....Decca 23778 (The Ravens, National 9063; F. Sinatra, Columbia 38257; B. Doyle-R. Bloch's Ork, Signature 15058; G. Fields, London 300; E. Howard Ork, Mercury 5216; G. Jenkins Ork-B. Carroll, Capitol 15202; V. Damone, Mercury 8178; J. Stafford & Lynn Murray Singers-P. Weston Ork, Capitol 15200; W. Tuttle, Capitol 15206; The Mel-Tones, Jewel G-4000; F. Waring & His Pennsylvanians, Decca 24500)	ASCAP
1	—	25.	YOU'RE ALL I WANT FOR CHRISTMAS F. Gallagher and Serenaders ....Dana 2026 (F. Laine-C. Fischer's Ork, Mercury 5177; Seger Ellis, Bullet 1011)	BMI
1	—	26.	BUTTONS AND BOWS ....G. Autry..Columbia 20469	ASCAP
14	25	26.	CLAIR DE LUNE ....Paul Weston........Capitol 15153 (H. Sukman, Artist 3001 & 4999; E. Conley & His Rhythm, Skyline 3; Mantovani & Ork, London 152; V. Greene Trio, Trilon 210; J. Fuchs-M. Marrow & the MGM String Ork, MGM 30134)	
8	30	28.	RECESS IN HEAVEN ......Deep River Boys....Victor 20-3203 (R. Deanville, Mercury 5197; Four Gabriels, World 2505; D. Grissom, Jewel ON-2004 & Columbia 38351; Ink Spots, Decca 24517; W. Threats, Foto 160)	
1	—	28.	YOU'RE ALL I WANT FOR CHRISTMAS F. Laine-C. Fischers Ork..........Mercury 5177	BMI
28	24	30.	A TREE IN THE MEADOW. Margaret Whiting ....Capitol 15122 (B. Brown-Varsity Ork, Varsity 108; P. Fennelly, MGM 10211; B. Johnson, Columbia 38279; J. Laurenz, Mercury 5148; B. Lester, Rainbow 70015; M. Lewis-Ames Brothers, Decca 24411; Joe Loss Ork, Victor 20-2965)	ASCAP

SONGS WITH MOST VOCAL AND INSTRUMENTAL PLUGS IN KEY AREAS (RH SYSTEM)

(Continued from page 27)

SI —Sustaining Instrumental
SV—Sustaining Vocal
CI —Commercial Instrumental
CV—Commercial Vocal

Songs	Publisher	Heard in N. Y. SI	SV	CI	CV	Heard in Chi. SI	SV	CI	CV	Heard in Calif. SI	SV	CI	CV	Add. Sur. Pts.	Tot. Pts.
For You	Witmark	8	7	0	8	8	4	4	6	7	8	0	1		66
Galway Bay	Leeds	1	18	8	6	1	6	6	1	8	6	0	1		70
Hair of Gold, Eyes of Blue	Mellin	0	4	0	5	3	3	3	3	0	8	0	8		67
Here I'll Stay (Love Life)	Chappell	6	4	0	6	6	4	6	5	8	7	0	6		107
Hold Me	Robbins	4	6	0	2	1	6	0	4	3	6	0	6	8	84
I Still Get a Thrill	Words & Music	8	7	0	4	0	1	0	4	0	1	0	4		76
In the Market Place of Old Monterey	Shapiro-Bernstein	1	6	0	1	6	8	8	1	8	6	0	1	—	67
Lavender Blue (So Dear to My Heart)	Santly-Joy	6	6	0	6	0	1	0	4	8	7	6	4		86
My Darling, My Darling (Where's Charley?)	E. H. Morris	6	8	1	11	4	4	6	16	6	6	1	11	6	621
On a Slow Boat to China	Melrose	1	6	0	11	1	8	8	12	2	14	0	10	6	617
One Sunday Afternoon	Remick	7	21	0	5	10	15	4	6	12	4	0	4		177
Pretty Baby	Remick	1	5	1	4	1	4	4	3	5	6	0	4		80
Say It Isn't So	Berlin	8	8	0	8	10	15	4	8	7	10	0	8		167
Say Something Sweet to Your Sweetheart	Mills	1	6	0	8	0	4	2	4	1	1	0	8	8	65
That Certain Party	Bourne	1	4	0	6	0	8	1	4	1	8	0	6	8	76
The Christmas Song	Burke-V. Heusen	0	1	0	6	6	0	1	6	1	6	0	6	10	88
The Money Song	Crawford	8	6	0	1	6	6	4	6	1	7	8	1		74
Until	Dorsey Bros.	0	6	0	8	0	4	1	7	0	6	0	6	8	116
White Christmas	Berlin	3	6	1	8	8	6	8	8	1	7	1	8		126
Winter Wonderland	B.V.O.	6	6	0	4	6	6	6	8	6	5	0	4		66
You Call Everybody Darlin'	Mayfair	0	1	0	6	1	4	6	3	3	6	0	6	6	66
You Started Something	B.M.I.	6	11	0	1	6	7	1	1	8	8	0	8		87
You Were Only Fooling	Shapiro-Bernstein	0	16	1	6	1	16	8	6	1	6	1	6		164
You're All I Want for Christmas	Forgie	1	6	0	8	8	1	0	2	0	8	0	2	1	64

NAMA Convention Report; Mason Named New President

(Continued from page 79)

manufacturers of newer types of machines, especially the major types, such as soft drink, coffee and ice cream venders, found interest high but orders slow. A few manufacturers even went so far as to privately admit they had priced themselves temporaily out of the quantity market and wherever manufacturers got together the conversation inevitably turned to methods of cutting costs with a view to a lower list price.

(For complete reports on equipment, special meetings and operator reactions see the separate stories which appear on this and other pages of the Vending Machine Department.)

At the annual business meeting operators heard reports from staff members and from the chairmen of two special committees NAMA has set up to investigate insurance and accounting.

William Fishman, chairman of the NAMA accounting committee, told the group that his committee, set up a year ago, has recommended a three-phase program which involves the development of a uniform accounting manual; development of methods and practices for determining cost averages, and development of special techniques to aid the operator in his accounting.

Fishman said his committee looks on the accounting problem as a long-range proposition, and added that the program is still largely in the planning stage, altho two national accounting firms have been consulted.

Aaron Goldman, chairman of the insurance committee, said his group has found insurance is getting to be an increasing burden to the operator because insurance costs are higher than ever and equipment replacement values have gone up. Goldman said his committee, like the accounting committee, proposes to prepare an insurance manual which will outline the coverage operators need.

To gather information about operator insurance, Goldman's committee sent out a questionnaire to 800 operating companies. From the 150 replies received the committee found two facts stood out: many operators are under-insured, and 109 of the 150 firms said they wanted NAMA to issue an insurance manual..

Tax-wise, legislative counsel Fred Brandstrader told the annual meeting, 1949 promises to be the most serious year in the association's history. Brandstrader cited three principal factors which are, he said, inspiring taxes:

1. The bottling industry, where individual bottlers and groups of bottlers have proposed taxes on bottle vending machines in an attempt to injure competitors. It is impossible, said Brandstrader, to tax one type of vending machine without all other types being placed in danger.

2. Increasing emphasis on sanitation, especially as regards bulk machines, may result in ordinances which likewise contain regulatory fees.

3. The 2 and 3-cent increase in the vended price of cigarettes might lead the public to the conclusion that cigarette operators are reaping a bonanza, without considering the additional expenses of pennying and conversion of equipment.

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NAMA Features Beverage Machs.

(Continued from page 79)

bonated drinks, while the Stewart unit handles carbonated drinks. Both are cup machines.

Also included among new machines displayed were the Cole Products Cole Spa Hermetic, single-flavor and dual-flavor cup units, listing at $760 and $885 respectively; the new Mills Automatic Fountain, a single-flavor unit with coin changer for Coca-Cola; the Hupp console cup unit, and the Seaboard Refresher, a 600-cup, dual-flavor unit, which is not in production. This unit will have a $975 price tag.

Spacarb, Bradley, Ideal, Juice Bar (in its first mass showing) Snively, Auto-Vend, Kwik Kafe, Automatic Syrup Corporation, Bert Mills Corporation, Canada Dry, Coca-Cola, Liberty Syrup, Dixie Cup, G & P Engineering Company (one pre-mix and a dual-flavor cup unit), Green River Corporation, Hydro Silicia Corporation, Ideal Dispenser Company, O. D. Jennings & Company, Lily-Tulip Corporation, Lymo Industries, Nehi Corporation, Dr. Pepper, Kalva (Searles Welding & Manufacturing Company), Squirt Company, Supervend, Vendo, and Westinghouse were also exhibitors.

Crown Implement Corporation unveiled its Big Four unit, which can handle either bottle soft drinks or milk, and reported the unit would be ready for delivery April 15, 1949. It is priced at $660, or $595 in lots of 10 or more.

Emerging as another important factor in the beverage vending field this year were the strides forward in construction of new units, and improvements on those machines already on the market. As the beverage machines take on added importance in the field, and with prices settling down, operators were told that construction of these units today is geared to surpass standards set up by health and sanitation officials thruout the country. This is especially true of the cup-type units, in which hermetically sealed working parts were featured, with servicing handled in many instances by just removing an entire part, and replacing it with a new and hermetically sealed unit. Thus, servicing of the more or less complex equipment is cut to its barest essentials, and a minimum of lost operation is obtained.

While the number of machines displayed at the show overshadowed most other types of equipment, operators in attendance were "just looking around" rather than doing any volume buying. Prices were the prime consideration, whether it was the cost of a new vender, or the price of sirups or other ingredients. Operators asked many questions of the suppliers, all revolving around the cost theme. Most prominent among the inquiries were: "When will the cost of cups come down?"; "Will the 80-cent sirup cost drop, and is it possible to purchase in larger quantities (sirup) and thus obtain lower rates?"; "What is considered the lifetime of the vending machine?" (to this the consensus of answers seemed to be 8 years), and so on down the line.

Many operators, experienced in the soft drink vending business, displayed interest in the juice (canned or cup) machines and hot coffee venders as supplementary items. While it was agreed that many new locations were available for these units, cost again entered the picture, with some operators, tho expressing interest in these units, stating they were "afraid to over-extend themselves."

Convention Sidelights

The president's reception, which proved to be a natural in getting the 1947 convention social schedule under way, was not held this year, but the Universal Match annual corn beef party and the Old Gold party managed to take up the slack. Both firms proved to be even better hosts than they were last year. . . . E. F. Pierson, retiring president of NAMA, was unable to put in an appearance this year due to illness. . . . J. W. Coan, head of Coan Manufacturing, Madison, Wis., was another familiar figure who missed the '48 event at the Palmer House. . . . Heavy attendance at the cup beverage session and the number of new or improved beverage venders on the convention floor and on the seventh floor, where many firms exhibited both machines and supplies, was one of the dominating factors at the show. . . . A significant observation was the number of well-known music men taking in the exhibits. Among them were Al Denver, AMOA head; John Haddock, Lindy Force and Joe Caldron, of AMI, and Clarence Camp, Memphis distributor.

H. T. Roberts, formerly with U. S. Vending Corporation, was a familiar figure on the convention floor daily. His big brown hat could be seen from virtually any part of the exhibit arena. . . . One of the busiest spots was Eastern's space (near the entrance gate) with the firm's Lou Jaffa helping his staff welcome inquiring visitors. . . . Many out-of-town vender operators brought their wives to the convention, including Ed Segil, Kenosha, Wis.; Nick Novasic, West Allis, Wis.; T. W. Thompson, Louisville; Sal Quaranta, Mount Vernon, N. Y.; Sid Kronenberg, Birmingham, and Karl Klein, New Orleans. . . . Other couples taking in the show included the Kuno Hamannes (Alkuno); the George Seedmans (Rowe); the Barney Hinklees (Automatic Canteen), and the R. O. Waddells (Galbreath Sales), Houston.

For the NAMA staffers the show was four continuous days of constant work with C. S. Darling, Tom Hungerford, Howard Olsen, Peggy Rowlette as well as all the other full-time workers going all out to make exhibitors and visitors alike feel welcome and contented. . . . Current show played host to fewer foreign visitors. Among them were Mrs. H. Vasquez, of Vendora Aristocrata, Havana, and Morton Field, Toronto. . . . Texas was represented by many of its sons and daughters led by Arthur Hughes, vice-president of S. H. Lynch, Dallas; Woodie Taylor, Fort Worth; the Osanna brothers, Dallas; Ruby Wait, Galbreath Sales, Houston, and Hazel Turner, Coin Machine Sales, Houston. . . . Theater people taking in the NAMA convention included Mr. and Mrs. Abe Bloom, Balaban & Katz, Chicago. . . . Jack Nelson, head of the firm bearing his name, was not content to have a full staff and his son, Jack Jr., manning the booth continuously but had his wife and daughter dropping in on a regular basis. . . . Karl King, who represented Snively Vending, of Winter Haven, Fla., on the convention floor, is one of the largest spinach growers in the world. His crops are in New

(See Convention Sidelights, page 100)

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Tax Planning . . . No. 1 in a Series:

All You Married People Get a Break This Year; Here's How

(Continued from page 53)

5 per cent of the adjusted gross income. However, the new act has raised the limits on the amount to be deducted. Where a joint return is filed by a married couple, as much as $5,000 can be deducted. On separate returns as much as $2,500 can now be deducted. The maximum which is allowable on a joint or separate return depends on the number of exemptions claimed in the return.

The new rule is as follows: (exclude old age and blind person's exemptions)

	Maximum Deduction	
No. of Exemptions	Sep. Return	Joint Return
1	51,250	——
2	2,500	$2,500
3	2,500	3,750
4 or more	2,500	5,000

Computation of Tax on Return

TAX REDUCTION

The same tentative normal and surtax rates of 1946 and 1947 are retained. However, the reduction percentage is increased resulting in a smaller tax payable.

If the aggregate tentative normal and surtax is:	The reduction for 1848 is:
1. Not over $400	17 per cent of the aggregate $68 plus
2. Over $400 but not over $100,000	12 per cent of excess over $400
3 Over $100,000	$12,020 plus 8.75 per cent of excess over $100,000

This new percentage reduction applies to taxable years beginning after December 31, 1947, but it also applies to the computation of tax for fiscal year beginning in 1947 and ending in 1948.

The new tax ceiling is 77 per cent of net income. This is the maximum tax after applying the percentage reduction.

Calculating Joint Return

The following steps are taken:

1. Divide the net income of both spouses (their aggregate income minus their aggregate deductions or their standard deduction) in half.

2. Divide the credits against net income (personal exemptions of husband and wife) in half.

3. Subtract (2) from (1) (the one-half credit from the one-half net income) and apply the normal and surtax rates.

4. From the resulting tentative normal and surtax total subtract the applicable percentage reduction.

5. Multiply the amount of tax found in (4) by two.

Example:

Married person—2 Dependents—Entire Income Earned by 1 Spouse.

Income after Deductions but Before Exemptions	Amount of Tax		
	Prior Law	1948 Act	Amount of Tax Reduc.
$ 2,000			
2,500	$ 95	$ 18.80	$ 78.40
3,000	190	99.60	90.40
4,000	380	265.80	114.40
5,000	589	431.60	157.40
6,000	798	597.60	200.40
7,000	1,045	780.16	284.84
8,000	1,292	973.78	318.24
9,000	1,577	1,167.36	409.84
10,000	1,882	1,360.98	501.04
11,000	2,185	1,575.88	809.32
12,000	2,508	1,804.48	703.52
13,000	2,869	2,033.28	835.72
14,000	3,230	2,262.08	987.92
15,000	3,638.50	2,512.00	1,128.50
20,000	5,890	3,888.32	2,001.88
25,000	8,521.50	5,475.84	3,045.86
30,000	11,381	7,306.24	4,074.76
40,000	17,442	11,818.24	5,823.76
50,000	24,111	16,577.92	7,533.08
60,000	31,178	21,917.76	9,281.24
70,000	38,532	27,488.80	11,083.20
80,000	46,170	33,245.12	12,924.88
90,000	54,093	39,317.12	14,775.88
100,000	82,301	45,842.56	18,858.44
150,000	104,538	79,508.48	25,029.52
200,000	147,289	118,805.78	30,663.24
250,000	190,475	155,723.52	34,751.48
300,000	233,700	195,367.38	38,332.64
400,000	320,150	278,570.70	43,579.30
500,000	406,600	358,676.54	47,923.48
750,000	822,725	563,995.28	58,729.72
1,000,000	838,850	789,314.04	89,533.98

Source: Staff of the Joint Committee on Internal Revenue Taxation.

The next of this series of tax articles will deal with capital gains as it affects the entertainment industry, with particular emphasis on the new gimmicks such as the *Amos 'n' Andy* and Jack Benny sales for capital gains.

Another of this series of articles will deal with the relative merits of income-splitting devices, the tax advantages and disadvantages of partnerships, corporations, trusts and assignments under the new law.

An article covering estate and gift taxes will also appear in this series. The splitting privileges which have been extended to estate and gift taxation by the new law will have a revolutionary effect upon existing wills, trusts and estate plans.

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Hiked Operating Efficiency; Spotlighted at Cig Meeting

(Continued from page 97)

Company, Louisville. In a description of the system he devised for the Miller organization, Guthrie explained his method of inventory control, based on daily transaction records. These records detail machines placed or pulled from location, stock taken out and returned by routemen and amount of money taken in each day. Reduced to a simple but all-inclusive system, his method of stock control enables him to know at a glance each day his inventory and other essential route facts for comparison with data of a month or a year previously.

Admitting that his method of control was arrived at only after much trial and was helped immeasurably by suggestions from other operators, Guthrie in turn offered operators at the session the opportunity to adopt his method either in whole or in part. Characteristic of the free exchange of opinion among the operators, he made available to those attending the many records forms he had developed. for use in their individual routes.

Morale Factor

The morale factor of servicemen as affecting responsible attitudes toward work on location, was taken up in detail by Louis Risman, of the Mystic Automatic Sales Company, Medford, Mass. By-passing the much-stressed devices such as bonuses or other incentive plans in inspiring greater effort on the part of servicemen, Risman urged the operators to effect a closer personal relationship with employees.

In his talk, titled *Increasing Efficiency in Service*, Risman urged operators to help servicemen solve personal problems that may keep them from doing their jobs properly. These "after-hour" problems are taken by the "worrier" on the job, he said, and work against a proper discharge of duties. A sympathetic employer can often resolve serious difficulties with which his workers find it impossible to cope. "There is much to be gained by such interest in employees' affairs," Risman said, "and it pays off in higher standards of service."

S. E. Nielson, of S. E. Nielson Cigarette Service, Shreveport, La., who followed Risman on the speakers' rostrum, disclosed a somewhat different philosophy on employee relations. Declaring that operations can only show adequate profits today if all elements of cost are rigidly controlled, he pointed out that in his own operation, servicemen on the job are instructed not to waste time by engaging in unnecessary conversation with location owners or by stopping off for coffee. Time is an important element in operation costs, he pointed out.

Claiming that his operation is enjoying its greatest profit since he entered the business about 20 years ago, Nielson attributed his success entirely to increased efficiency. And this profit is being realized despite having to operate at the smallest margin experienced during that same period. As the cost of equipment, labor and supplies rises, he said, it is necessary to continually revamp operating techniques to keep profits up.

Nielson declared that he is having considerable success with venders placed in grocery and drugstores. Some grocery locations on his route are garnering sales of more than 1,500 packs a month, he claimed. And, he pointed out, they require no night or Sunday service calls, thus cutting maintenance costs.

Scientific surveys of operating areas are the most efficient means of expanding routes, according to Ed Baratz, of the "Q" Automatic Sales Company, Aurora, Ill. A block-by-block survey of any area will invariably turn up good potential locations, which are often overlooked thru haphazard methods of soliciting.

Following such a survey in his own territory, which disclosed that industrial stops were already adequately covered, Baratz told of seeking out smaller stops. The survey was followed by coding these potential locations according to the types of machines that could be most profitably operated. After the coding was completed, the firm could then determine how much money it would spend on expansion.

To overcome the high cost of direct solicitation, he said, the firm "offered routemen one dollar for each active prospect they turned in, providing the stop was accepted." Since the operating firm's parent company is a wholesale house, its salesmen were also offered this fee for prospects. In addition, the firm's assistant manager made direct calls two days a week and all potential locations were circularized by mail. To date, "Q" Automatic has been able to place as much equipment, thru such methods, as it felt it wanted to invest in. Baratz declared.

John Mason, of the Allegheny Cigarette Service Company, Wilkinsburg, Pa., stressed the need for adequate shop personnel and facilities to keep equipment of large operations in good working condition. This is particularly important when an operation grows beyond the point where the owner can visit all his locations periodically. Once contact between operators and customers is lost, better provision for machine maintenance must be set up, he warned. When an operation has expanded to this point contact must be replaced with top-notch service and machines which are attractive and operate without undue trouble.

Claiming that it takes at least a year to develop a skilled vending machine mechanic, Mason urged operators to provide training for personnel in the special skills required. Operators, too, should keep up in their knowledge of technical aspects of equipment service. He suggested that route owners can gain much in the way of practical "know-how" by making a hobby of knowing machines thoroly. And since their children may one day take over the business, why not give youngsters slug rejectors to play with, instead of less useful toys, he suggested.

Maintenance

The smaller operator must also maintain high standards of maintenance, altho he can't afford expensive tools and shop facilities, stated F. W. Edgerton, of the Edgerton Cigarette Service Company, Lexington, Ky. Emphasizing the need for neatness in shop management, he urged operators at the session to set an example for employees. "Neatness is contagious," he said.

While the small operator may not be able to afford a large supply of space parts, he should make certain that he has enough on hand at all times to keep his machines in continuous operation, Edgerton declared.

Of all the factors affecting profitable operation, Edgerton named cleanliness of equipment as most important. The operator who keeps machines attractive, clean and in good working order does not have to fear competition. In fact, said Edgerton, such an operator may often be able to eliminate competition by gradually absorbing routes of operators whose haphazard care of equipment has run them down below the profitable level.

The value of gum and cigar machines as supplementary venders on cigarette routes was stressed by Meyer Gelfand, of the G. B. Macke Company, Washington. Such equipment requires little in the way of extra service costs, but can return much in the way of extra profits, he said.

With relatively few brands to handie in gum and cigars and a correspondingly small problem in stock control, he pointed out that placement of the small venders is often appreciated as an additional service by location owners. As a general rule, he said, locations which do a large business in cigarettes, also do well with supplementary venders. But this does not always hold true, he warned. The Macke Company has found that gum machines do best in spots frequented by women and children, regardless of volume of cigarette sales, while cigar machines are most patronized in truck terminals, industrials and similar locations. The machines may be attached to cigarette venders, thus requiring no additional floor space.

As for profits, Gelfand declared that the small machines can return a net revenue after expenses of 30 per cent in the case of 5-cent gum, 35 per cent for penny gum, and 22 per cent in the case of 10-cent cigars. He pointed out that only a few steady customers in any one location will support a cigar machine.

Financing

While recognizing the earning power of supplementary equipment, Frank Burns, of the Burns Distributing Company, Greensboro, N. C., cautioned the small cigarette operator to proceed carefully when adding new machines. Since the small operator will probably need financing for the purchase of supplementary venders, he might find it advisable to get the opinion of his local banker. And even if he advises the purchase, Burns suggested the operator then must mull over the problem for another month or more before taking the step.

Burns attacked "high power salesmen" which certain manufacturers send into communities armed with swollen sales quotas. Since the established operator can only take care of part of this quota, the salesmen must sell to newcomers, or direct to locations, he asserted. Frequently these new operators have no understanding of the problems of route management and let their machines deteriorate, he charged, leading to adverse public criticism of all automatic merchandisers in the community.

Other operators who were scheduled to speak at the session, but were unable to attend, were Marcus Kaplan, of the Virginia Cigarette Service, Roanoke, Va., and Sidney Bruck, of the Long Island Tobacco Company, New York.

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Coin Changers Stressed at Chi

(Continued from page 79)

electric, and one mechanical, built-in units would add to vender cost, however, were not given. Manufacturing firms supplying vender makers with changers were reluctant to release price information. For the Stoner Manufacturing Corporation's new mechanical coin changer, developed by the firm for use on their own venders only, the increase in vender cost is $10. J. H. Keeney & Company's mechanical penny changer, shown at a plant display, and designed for its cigarette vender, may add $25 to $30 to the vender cost.

American Coin Changer Corporation, Boston, displayed models of its electric and mechanical built-in changers. Latter, however, will not be in production until February, 1949. Both models replace the nickel tube wiper arm with a "self-deflecter" action, allowing the last nickel in the tube (which contains 55 coins) to stand on edge, thus deflecting subsequent nickels into the coin box. Payout of four nickels, when a quarter is used to purchase merchandise, is instantaneous in both units. Electrical changer is currently in production (it's an improved model of the Douglass changer, which firm merged with American Coin earlier this year) on a 5,000 unit run.

Guardian Electric, Chicago, showing its improved straight nickel changer, accepting dimes and quarters also thru a single slot, offers immediate delivery on this built-in, electric unit. Nickels are paid out singly from the payout tube, which holds 63 coins. Mechanism is solenoid powered, spring loaded. The nickel scavenger chute contains no moving parts. Firm states that any standard make slug rejector specified by purchaser will be furnished.

J. H. Keeney & Company, Chicago, presented its new penny changer at its factory showing only. Unit, now in production, consists of four tubes which each pay out a penny as a wiper arm moves back taking the bottom coin from each tube. Altho designed for the firm's electric cigarette vender, unit is mechanical in operation. For prices over 21 cents, corresponding number of payout tubes are left empty, as the wiper arm is not adjustable and "wipes" all four tubes. Thus, for 22, 23 and 24-cent price, only three, two and one tube is charged with pennies to give proper change.

National Rejectors, Inc., St. Louis, showed the improved series 3400 electric coin changer. Larger motor, reduction of moving parts, one piece die-cast housing, leaf type construction to permit easier cleaning, accessibility, and independent circuits for vending and change-making action were stressed. In steady production, changer is available for immediate delivery.

Stoner Manufacturing Corporation, Aurora, Ill., introduced its new dual coin and change maker, built-in electric type, as optional equipment on its Univender line (*The Billboard*, December 4). Unit accommodates both nickel and dime items, gives change in nickels. High capacity payout tube contains 200 nickels. The unit is in production and available with delivery of new Stoner machines.

Johnson Fare Box Company, Chicago, displayed its recently introduced electric changer. Featuring simplified construction, unit uses solenoids instead of the motor driven action of the firm's former Harris changer. Nickel payout is accomplished individually, on separate impulses. Tube capacity remains at 55 nickels. Delivery is on a 60 to 90-day schedule, with production just getting under way.

The Vendo Company, Kansas City, Mo., displayed its mechanical stand changer. Unit is unchanged from previous model, with same design and action. It is available for immediate delivery thru firm's distributors.

Diak Corp. Unveils Hot Sandwich Unit At NAMA Conclave

CHICAGO, Dec. 18.—One hot sandwich vending machine was demonstrated at the NAMA convention and show this week. Two models of a steam-heated sandwich vender were shown by Diak Automatic Sandwich Corporation, of Denver and Garden City, Kan. Larger model will handle four varieties of sandwiches and lists at $450; the smaller model is dual-selective, and has a capacity of 24 sandwiches.

On hand to represent Diak—an abbreviation of Dog-in-Kennel—was Charles R. Taylor, sales representative. Taylor said the smaller model sandwich machine, which his company has been experimenting with for the past year, is not in production but 40 of the units have been hand built and placed on location. The larger model was shown here for the first time. It has a capacity of 52 sandwiches in the chutes and 70 in the warming chamber. Both models operate on two dimes.

The Diak machine heats sandwiches with steam produced by a compact electrical unit and keeps the sandwiches at a constant temperature of 160 degrees.

Intro Serenade, New Five-Ball, By United Mfg.

CHICAGO, Dec. 18. — Serenade, United Manufacturing Company's latest five-ball, featuring nine ways to score replays, is now in full production, Billy DeSelm, sales manager, announced this week. Game's newly designed playfield includes rubber rebounds, nine kick-out pockets, two sets of 10 numbered sequence scoring bumpers and a pair of powered flipper bumpers.

In play of Serenade, player has two chances to make any numbered bumper and has the over-all object of trying to make all 10 scoring features. Once player has made the 1-8 series, he may win a replay by going thru either of two roll-over scoring alleys located at the right and left side of the playfield. After making 1-9, player gets two replays for each ball put thru these same alleys and can make three replays for each trip thru the roll-over alleys after the entire 1-10 series has been made. Other possible replays may be garnered by players by dropping a ball in a center kick-out pocket after the 1-10 sequence has been made (five replays), or by getting high score. Maximum score runs to over 5,000,000 points.

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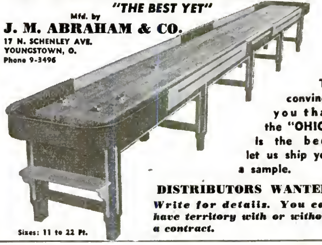

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Burlesk	15.00
Canteen	15.00
Captain Kidd	15.00
Carnival (Marvel)	55.00
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Cross Fire	52.50
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Diva Bomber	15.00
Double Barrel	55.00
Dynamite	85.00
Exhibit Knockout	15.00
Fast Ball	22.50
Flat Top	17.50
Flying Tigers	15.00
Frisco	15.00
Ginger (Mills) Spinner	42.50
Gold Ball	42.50
Gold Mine (Flippers)	$78.00
Gun Club	15.00
Hi-Dive	20.00
Hit Parade	20.00
Idaho	17.50
Kilroy	55.00
Keep 'Em Flying	15.00
Lightning (Mills) Spinners	42.50
Lucky Star	50.00
Maisie	20.00
'41 Major	18.00
Major League (New Unit)	128.00
Manhattan (Flippers)	55.00
Mexico (Flippers)	50.00
Miss America	50.00
Mystery (Flippers)	57.50
Nevada (Flippers)	55.50
Oklahoma	15.00
Opportunity	25.00
Oscar	88.00
Playboy (Contact Kicker)	88.50
Ranger	52.50
Red, White and Blue	15.00
Rio	25.50
Rio (Flippers)	85.50
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Record Reviews

(Continued from page 34)

RATINGS (100 Point Maximum) 90-100 TOPS • 80-89 EXCELLENT • 70-79 GOOD • 40-69 SATISFACTORY • 0-39 POOR

ARTIST
TUNES
LABEL AND NO.
COMMENT

RATINGS: OVER-ALL, DISK JOCKEY, DEALER, OPERATOR

POPULAR

STANLEY FRITTS AND THE KORN KOBBLERS
(MGM 10324)

We Got To Put Shoes on Willie 75--75--75--75
Silly song which could probably draw some attention; the Kobblers, with Fritts doing vocal honors, have a ball with it.

Never Make Eyes 61--62--60--61
Not much happens on this side.

VAUGHN MONROE ORK
(Victor 20-3204)

If I Steal a Kiss 89--90--89--89
One of the strongest renditions of this "Kissing Bandit" tune yet committed to wax, with Monroe in vibrant, strong voice.

What's Wrong With Me? 87--87--87--87
(The Moon Maids)
Gay, light-spirited treatment of a novelty number from the same flick should draw the fans' attention.

THE PAGE CAVANAUGH TRIO
(Victor 20-3016)

Gee, But It's Good To Be 77--79--75--76
Quietly attractive ballad performance in the trio's best salon manner. Tune has charm.

I Want a Little Girl 74--75--74--74
In livelier vein than flip, boys do a gay job with the seldom played but fine oldie.

DON PABLOS ORK
(Rondo R-153)

Maria Elena 58--57--58--60
Slightly Latinized treatment of the pretty waltz tune palls thru lack of variety.

Green Eyes 62--62--61--63
Rumba job of the oldie displays fair beat, but is repetitious.

LES PAUL
(Capitol 15313)

Caravan 75--80--75--70
The Ellington-Tizol classic done up by Paul and his six guitars sounds rather intimate and good.

The Swiss Woodpecker 71--75--66--68
Same stunt with a tune which earned some fame under the title of "Do It Darling."

JOHNNY MERCER AND HIS PIED PIPERS
(Paul Western Ork)
(Capitol 15318)

Memphis Blues 69--69--69--69
Reissue of a good vocal version of the famous old blues.

Sugar Blues 72--75--70--70
Mercer's satiric waxing of the evergreen still is funny almost two years since it originally was issued.

KAY STARR
(Capitol 15314)

Steady Daddy 80--NS--80--80
Kay sings a mean blues; side may pick up most of its coin in race locations; good beat and good orking.

So Tired 79--80--79--79
The chip does a good enough job with the Russ Morgan song which appears to be picking up some sales steam.

POPULAR

LOUIS PRIMA ORK
(Victor 20-3229)

California Is Wonderful 63--63--62--64
Prima loses a tough engagement with a "comic" tune that isn't.

Mean to Me 65--65--64--67
Ordinary job of the oldie doesn't have it.

JO STAFFORD-RED INGLE
(Capitol 15312)

The Prisoner of Love Song 86--87--85--86
The follow-up to "Timtayshun" has arrived; not up to the original, but it has its moments; good for both hillbilly and pop markets.

The Traveling Salesman Polka 83--85--82--82
On this side Jo teams up with Tex Williams and his ork to deliver an amusing polka with a Western twang; pairing has plenty of name power impetus.

RED McEWEN ORK
(Bullet 1063)

I Wish Upon a Star 58--57--56--58
Mediocre ballad tune unimpressively warbled, with a passable but flavorless ork backing.

I've Been Hearing Rumors 60--60--59--60
Listenable waltz ditty dully rendered.

PATTI CLAYTON-HOWARD SMITH ORK
(Bullet 1064)

He Tickles My Fancy 63--63--62--64
Contrived novelty effort doesn't happen, despite a creditable try by the thrush.

Say It Isn't So 66--66--66--66
Revived Berlin plug receives a listless piping.

BOB CHESTER ORK
(Collegiate J-2957)

Jeannene, I Dream of Lilac Time 73--75--72--72
Alan ("Brush Those Tears") Foster warbles straight, while band unisons a la Dorsey. Band contribution is strongly bop-marked.

I Couldn't Stay Away From You 73--73--73--72
Alan warbles the catchy ballad, and the cleffing recalls Chester's Miller-carboning days. What, no shuffle rhythm?

KAY CARROLL
(John Hill Trio)
(Collegiate J-2953)

You Darling 61--60--62--62
Undistinguished version of an oldie whose revival failed to get started several months back.

On New Year's Eve 54--56--56--50
Gal sings about a quiet spot on New Year's Eve, with gypsy violin softly playing—huh?

RED McEWEN ORK-WALTER BLOOM
(Bullet 1062)

It Was My Lucky Day 61--61--62--60
Warm, but undisciplined tenoring of a show-type tune.

Lolita Linda 51--60--52--50
Affected Latin styling of mediocre material, with palsied warbling.

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ARTIST
TUNES
LABEL AND NO.
COMMENT

RATINGS: OVER-ALL, DISK JOCKEY, DEALER, OPERATOR

POPULAR

GUY LOMBARDO AND HIS ROYAL CANADIANS
(Decca 24522)

Thou Swell 77--79--78--74
The trio does the expected, as does Guy's ever-selling group, on the smart Rodgers-Hart tune now revived in the "Words and Music" pic.

My Heart Stood Still 78--80--80--75
Billy Leach warbles the warm ballad ingratiatingly. It's also revived in the film.

FRANK SINATRA & PEARL BAILEY
(Columbia 38362)

A Little Learnin' Is a Dang'rous Thing, Parts I & II 82--84--80--80
Lazy comic routine gets a brace of knowing performers who sell it so well it almost seems to mean something.

BOBBY WAYNE
(Coral 60014)

Dare To Dream 78--78--78--78
Promising crooner intones intimately paced ballad with flowery piano support.

Tish, Tish, McTavish 60--62--60--58
Spirited warbling, with gal trio support, of feebly contrived novelty ditty.

PEE WEE HUNT ORK
(Regent 139)

Sunny Side of the Street 72--73--72--72
Straight Dixieland orking of the standard, with rhythmic warbling by Pee Wee.

After You've Gone 70--70--70--70
Instrumental two-beat bit doesn't have the tongue-in-cheek treatment that made "12th Street Rag."

EDWINA BROWN-NAT REED
(Florida 99)

And I Do Mean You 45--44--46--46
Home-grown tune and talent has less than commercial interest.

You'll Want Me Back 44--43--43--45
Thoroly amateurish.

BUNNY PAUL, WITH DON PABLOS ORK
(Rondo R-157)

Sentimental Journey 73--73--73--74
Thrush does nicely modulated, feelingful job with one of yesterday's pretty ballads. Orking is pedestrian.

Long Time No See 65--64--63--67
Casual rendition of a middling tuneful ditty.

GEORGE OLSEN ORK-RAY ADAMS
(Rondo R-175)

Secrets 83--83--83--83
Ballad adaptation of the theme from Tchaikovsky's violin concerto gets a fine treatment here from warbler and ork.

With Louise on Lake Louise 71--71--70--72
Pretty ballad tune done with pleasant, lulling effect.

LEE MONTI'S TU TONES (Mario Lozer)
(Aristocrat 510)

My Anina 70--70--70--70
Simple, attractive warbling in English and Italian of a charming folk-type tune.

They Go Wild Over Me 68--68--68--68
Light novelty with gay spirit.

ARTIST
TUNES
LABEL AND NO.
COMMENT

RATINGS: OVER-ALL, DISK JOCKEY, DEALER, OPERATOR

FOLK

ERNIE LEE AND HIS MIDWESTERNERS
(Victor 20-3233)

The Girl That Belongs to Somebody Else (Is the Girl That Belongs to Me) 63--63--62--64
Warbler displays okay voice on this slow waltz tune, but the studied performance generates little appeal.

Every Doggone Time 60--60--60--61
Same story on this medium-tempo novelty: Technically acceptable warbling and smooth, arranged backing, but no feeling.

CURLY WILLIAMS AND THE GEORGIA PEACH PICKERS
(Columbia 20515)

If I Knew Then What I Know Now 61--61--60--62
Smooth duet warbling and ork backing, but rendition lacks heart.

I See a Change in You 64--64--63--65
Pleasant warbling of a listenable medium-tempo folk ditty.

ADAMS BROTHERS
(Bullet 1061)

Our Love Will Never Die 46--44--46--48
Dull warbling of a filmsy tune.

I'll See You in My Dreams 68--68--67--68
The standard done by guitars in boogie beat. Rocks to a sock climax.

YORK BROTHERS
(Bullet 642)

I'm a Soldier for Jesus 56--55--57--56
Tedious hymn performance, drearily harmonised brother style.

Blue Ridge Mtn. Blues 70--70--68--72
Lively stomper, warbled with authentic twang and convincing accent.

CLYDE MOODY
(King 744)

The Last Goodbye 74--74--73--75
Easy tearjerker, warbled sincerely and backed in relaxed, honest country style.

Little Blossom 76--76--75--77
Effective family-type weeper about Demon Rum's grip on daddy and the disastrous consequences thereof.

FOY WILLING (Riders of the Purple Sage)
(Mercury 6140)

Have I Told You Lately 72--72--71--73
A fine Western-style rendition of a superior Western tune.

Cool Water 76--75--76--76
The range classic enjoys a first-rate performance here.

PEE WEE KING AND HIS GOLDEN WEST COWBOYS
(Victor 20-3232)

Bull Fiddle Boogie 61--62--58--63
Synthetic boogie-woogie warbling and bass solo doesn't convince.

Chattanooga Bess 56--56--54--58
No zip or freshness in King's mechanical chanting and routine orking.

SAM NICHOLS
(MGM 10320)

It's My Life 72--72--71--73
Warbler displays a warm, pleasant voice in a simple, sincere rendition.

Win or Lose 64--64--63--65
Not up to flip in projection; lags after few bars

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(Continued from page 81)

chines, figured on a basis of one serviceman and one truck for every 12 units on location. Kohn said each man's work was the equivalent of "cleaning a small restaurant 12 times a day."

Concluding his talk, Kohn stated that the experience of the past year had convinced him that there was a future in automatic merchandising, and that his coffee route would lead to other types of vending equipment operated by his firm. He has already added five Stoner units, vending donuts, to his activities.

Juice Operation

Next to mount the speaker's platform was Sable Shanks, Shanks Distributing Company, Columbia, whose subject was, *An Operator Looks at Fruit Juice Vending.*

Like Kohn, Shanks started off with the statement that he had been operating juice venders for only a short time, and that he, therefore, because of incomplete returns, could offer little in the way of operating advice.

Stating that there is considerable interest in juice machines, Shanks reported that there was an oversupply of citrus products, and that citrus juice producers were looking to venders as a method of selling their product. Big advertising campaigns conducted by these citrus associations and growers, coupled with the production of a better-tasting drink, have created a public interest, stated Shanks.

Another advantage of fruit juice venders, according to this operator, is that there is a smaller sales drop in the winter months in juice than there is in soft drinks, and practically all types of locations are available. His own operation is confined to Fort Jackson, a near-by army post.

Shanks reviewed the three fruit juice venders now on the market, and explained that the two canned juice venders had little to worry about as far as sanitation requirements were concerned, but that the cup vender (Snively Dispensolator) would have to meet health requirements.

Shanks said his equipment now on location was averaging "better than 300 drinks a day per unit" but he couldn't compare these figures with any previous performances.

Sears Exec Speaks

Perhaps the highlight of the session, from an operator viewpoint, was the next speaker on the program, M. L. Heffer, Johnson Tobacco Company, Chicago. Heffer's Company, while an individual organization, is an affiliate of Sears, Roebuck & Company, active in the tobacco, candy, soft drink departments, and in charge of the vending activities of that firm.

Heffer told assembled operators how they might place their units on location in department stores in their localities. He said that there was a definite way to handle this program, and one that few operators had followed. He pointed out that a store manager, whose outlet was doing from 5 to 50 million dollars a year in business was not apt to pay much attention to the income a few venders would bring in, unless the proposition was properly presented. He set up the following format for operators to follow:

1. Ask permission of the store manager to make a survey of the outlet.

2. Actually make the survey, keeping in mind that cup machines were the major units to be used. Figure out a plan where the machines would be placed, including customer and employee service locations; figure out where the machines could best be placed so as not to block traffic, yet get the maximum attention. Include such units as hot coffee, candy, scales, etc., in the plan, selecting 10 or 12 possible locations for an actual placement of six units in as many spots. The manager would cut the 10 or 12 suggestions to the actual six locations.

(3) Estimate the annual income possibilities (including leased department arrangements). Heffer believes that any store manager would be interested in vending machine placements if he could see from $7,000 to $8,000 or more a year as revenue accruing to his outlet from the operation.

Where it is financially impossible for an operator to supply the types of equipment necessary for a complete coverage within a location, Heffer recommended that he then combine with one or more other local, noncompeting ops to build the package.

Space is an important item in a department store, Heffer pointed out, and many stores are now considering the elimination of their fountains. This means operators could place their equipment in the store to take over, reaping the resulting benefits.

The department store executive recommended that operators in department store locations should keep a full-time serviceman in the store to assure that machines are always in top condition. Records should be kept of each machine in its location, and equipment should be shifted so as to get the maximum income from each unit. Promotion is also important, with machines painted to conform to store color schemes, etc.

Heffer concluded by stating: "The next 10 years will see tremendous increases in sales thru machines of merchandise in retail stores."

Ex-Customer Reports

A Customer Looks at Service, was the topic of the concluding speaker on the program, Wilbur England, of the ABC Vending Corporation, New York. England, who for many years was in charge of venders in RKO theaters, said altho he was now "on the other side of the fence," he felt his long experience as an operator's customer allowed him to pass along some information along these lines.

"There are two reasons for operating cup machines," said England, "as a source of income and for the convenience of the employees."

He listed seven points that were involved if the operation was to be successful.

(1). The customer's idea of service. An operator should be careful to select the right type of serviceman. For the customer saw more of the serviceman than he did of the operator.

(2). Proper training. After selecting the right man for the job, he was still inadequate unless he was properly trained, said England.

(3). Availability of service. An operator should be geared to offer service whenever it is needed. In Theaters, for example, heaviest service calls are on week-ends, and the operator should be certain to have service available then, as well as during the regular working week.

(4). Sanitation and cleanliness. Customers can't afford to overlook these factors.

(5). Quality control. Operator should be certain the machines are properly adjusted. They can't cheat on quality. England said the most common complaint he had heard had to do with less sirup than was necessary to make a quality drink.

(6). Accounting. Operators should gear their bookkeeping to the requirements of their customers.

(7). Intangibles. England pointed out that the operator primarily is selling service. He must see to it that a million and one details are taken care of and handled properly. The intangibles, he claimed, were often plus factors—the difference between a profit and a loss in his business.

A short question-and-answer period preceded the conclusion of the meet.

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For full details see page 101

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ALL MODELS — ALL PAYOUTS
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BLACK CHERRY • BLACK GOLD
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GOLD CHROME • POLISHED CHROME
YOU CAN NOW HAVE
CRISS-CROSS or TIC-TAC-TOE
PAYOUT
With or Without
Automatic Pay Jackpot
On Your
WAR EAGLE BELLS, BLUE FRONTS, BROWN FRONTS, CHERRY BELLS, JEWEL BELLS OR ANY ESCALATOR MODEL MILLS MACHINE
Three Bars Pay Jackpot in Cash as Usual — Three Bars in Criss-Cross Position (12 or 27 Ways to Hit) Pay 18 Coins.
GET OUR KIT—
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For full details see page 101

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We have all Mills latest Bells in stock.
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Magic Serenade
Round-Up One-Two-Three
LEHIGH SPECIALTY CO.
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Phone: PO 5-3299

ADVANCE RECORD RELEASES

POPULAR

(Continued from page 36)

Roses of Picardy
P. Como-R. Case Ork (Marchetta) Victor 20-3288
Sailing Down the Chesapeake Bay
H. Kern (Me and My) Tempo TR-1062
Shawn
B. Stewart & His Quartet (Laughing Boy) Castle 512
Sicilian Tarantella
A. Paul Ork (Do You) Rainbow 70035
Sing, Nightingale, Sing
(L. Andersen (Lili Marlene) London P-18050
Skitch's Boogie
S. Henderson Ork (Crazy Rhythm) Capitol 15331
So in Love
P. Page (Where's the) Mercury 5230
Sosy
(B. Green Ork (Dreamy Old) Rainbow 10073
Sweet Sue, Just You
J. Long Ork (In the) Signature 15243-B
Tarra, Ta-Larra Ta-La
B. ~~Crosby-K. Darby~~ Choir (Far Away) Decca 24532
Tara Ta-Lara Ta-La
D. Martin (Once in) Capitol 15328
That Certain Party
Prima Scola & His Banjo & Accordion Ork With the Keynotes (Then I'll) London 355
The Fox and the Crow
The Melody Masters (If I) Apollo 1138
The Gal Who's Got My Heart
The Page Cavanaugh Trio (I'm Gonna) Victor 30-3290
The Man I Love
L. Horne (Where or) Victor 27818
The One Rose
H. Jeffries (Baby, Won't) Exclusive 71X
~~The Pussy Cat Song~~
P. Andrews-B. Crosby Ork (Don't Worry) Decca 24533
The Pussy Cat Song
J. Nichols & B. Lee (Bounce-Y Bounce-Y) London 365
The Ski Polka
J. Eager & His Eager Beavers-E. Benedict Quartet (Red Lips) Grand G-25011
The Waggle o' the Kilt
D. Day-C. Dant Ork (By the) Victor 20-3301
The Wheels Keep Spinning Around
J. Davis (Baby, Walk) Rainbow 10098
Then I'll Be Happy
Primo Scala & His Banjo & Accordion Ork With the Keynotes (That Certain) London 355
Too Many Kisses
R. Dorey (It Isn't) Gold Medal GM-944
Trees
H. Kern (Empty Saddles) Tempo TR-1054
What Is There To Say?
C. Hawkins's Ork (Riff Tide) Capitol 15335
Where or When
L. Horne (The Man) Victor 27518
Where's the Man?
P. Page (So in) Mercury 5230
Yours Is My Heart Alone
A. Goodman Ork (Frasquita Serenade) Victor 20-3292

RELIGIOUS

Amen
Wings Over Jordan (Sweet Little) Victor 20-3242
Awake and Praise the Lord
Daniel Family Quartet (You Will) Columbia 20525
Do You Want To Go to Canaan Shore?
Brown's Inspirational Singers (Lord Jesus) Tru-Blue 500
Hymns for Singing Album—D. Leibert (4-10")
Victor P-232 (20-3197 to 20-3200)
Rock of Ages; The Churches' One Foundation; Onward, Christian Soldiers; Abide With Me; Sun of My Soul; Holy, Holy, Holy; The Old Rugged Cross; Lead Kindly Light.
Just Jesus
Brown's Inspirational Singers (Won't You) Tru-Blue 501
Keep On the Firing Line
The Speer Family (This World) Columbia 20522
Lord Jesus
Brown's Inspirational Singers (Do You) Tru-Blue 500
Sweet Little Jesus Boy
Wings Over Jordan (Amen) Victor 20-3242
This World Has Turned Me Down
The Speer Family (Keep On) Columbia 20522
Won't You Promise To Meet Me There?
Brown's Inspirational Singers (Just Jesus) Tru-Blue 501
You Will Understand It, Sinner
Daniel Family Quartet (Awake and) Columbia 20525

HOT JAZZ

Boomsie
Chubby Jackson & His Jazz Five (Dee Dee's) Rainbow 10096
Crown Pilots
Chubby Jackson & His Fifth Dimensional Jazz Group . . . Rainbow 10003
Dee Dee's Dance
Chubby Jackson & His Jazz Five (Boomsie) Rainbow 10098
Double Talk, Parts I & II
The McGhee Navarro Boptet . . . Blue Note 557
Honeysuckle Rose
6 Bips and a Bop (Loop-Plu) Manor 1153
Lemon Drop
Chubby Jackson & His Fifth Dimensional Jazz Group (Crown Pilots) Rainbow 10093

CLASSICAL

A'Barcillunisa
G. Di Stefano (Cantu a) Victor 10-1461
Beethoven: Trio No. 4 in D Major, Op. 70 Album—Busch-Serkin Trio (3-12")
Columbia MM-804 (MM-72748-D to 72750-D)
Roy Blas: Overture Op. 95 Parts 1 & II—San Francisco Symphony Ork-P. Monteaux Dir. (1-12")
Victor 12-0657
Cantu a Timuni
G. Di Stefano (A'Barcillunisa) Victor 10-1401
Aaron Copland: Billy the Kid—Philharmonic-Symphony Ork of New York-L. Stokowski Dir.
Columbia 10011-D
1. Prairie Night
2. Celebration Dance
Dvorak: Symphony No. 5, in E Minor, Op. 95 Album—L. Stokowski & His Symphony Ork (5-12")
Victor DV 25
Victor 15-0194-18-0198
Egmont: Overture, Op. 84 Parts I & II—Boston Symphony Ork-S. Koussevitsky Dir. (1-12")
Victor 12-0288
Flegier: Le Cor (The Horn)
E. Pinza-Columbia Opera Ork-W. Pelletier Dir. (Holmes: Au) (1-12") Columbia 73751-D
Four American Landscapes Album—Janssen Symphony of Los Angeles-W. Janssen Dir. (4-12")
Artist JB-13
Dance in the Place Congo
Housatonic at Stockbridge
Quiet City
Ancient Desert Drone
Fur Elise
J. Iturbi (Reverie) Victor 10-1458
Haydn: Symphony No. 88 in G Major (B. & H. No. 13) Album—The Philadelphia Ork-E. Ormandy Dir. (3-12")
Columbia MM-803
Holmes: Au Pays (To My Country) E. Pinza-Columbia Opera Ork-W. Pelletier Dir. (Flegier: Le) (1-12")
Columbia 72751-D
Manon: Le Reve—F. Tagliavini-RCA Victor Ork-J. Morel Dir. (Werther: Pourquoi) (1-12")
Victor 12-0550
Mendelssohn: Incidental Music to Shakespeare's Play:—A Midsummer Night's Dream Album—A. Toscanini, Dir.-NBC Symphony Ork (4-12")
Victor DM 1280
Victor 12-0707-12-0710
Minuet in D
Y. Menuhin (Romance) Victor 10-1459
Rachmaninoff: Rhapsody on a Theme of Paganini, Op. 43 Album—A. Rubinstein-Philharmonia Ork-W. Susskind, Dir. (3-12")
Victor DM 1250
Victor 21-0538-12-0840
Reverie
J. Iturbi (Fur Elise) Victor 10-1458
Romance
Y. Menuhin (Minuet in) Victor 10-1459
Schumann: Etudes Symphoniques, Op. 13 Album—A. Brailowsky (3-12")
Victor DM 1272
Victor 12-0654—12-0656
Schumann: Warum-Geliten—A. Dorfmann (Traumeswirren) (1-12")
Victor 12-0424
Songs Without Words Op. 19 No. 1—J. Heifetz (Stravinsky: Berceuse) (1-12")
Victor 10-1457
Stravinsky: Berceuse—Shostakovich: Danse Fantastique—J. Heifetz (1-12") (Songs Without)
Victor 10-1457
Werther: Pourquoi Me Reveiller—F. Tagliavini-RCA Victor Ork-J. Morel Dir. (Manon: Le) (1-12")
Victor 12-0659

LATIN-AMERICAN

A Belen le Toca Ahora
A. Rodriguez (Los Tres) Victor 23-1072
Ansiedad
L. Bermudez (Cuca) Victor 23-1071
Contigo a la Distancia
F. Fernandez (Sonora Contigo) Victor 23-1075
Cuanto Gustes
A. Landin (Si Regresara) Victor 23-1068
Cuca
L. Bermudez Ork (Ansiedad) Victor 23-1071
El Criollo
Los Xey (La Nina) Victor 23-1074
Hasta Siempre
J. Arvizu (Soledad) Victor 23-1070
La Mujer y la Polka
M. Silva (Necesito Olvidarte) Victor 23-1060
La Nina Isabel
Los Xey (El Criollo) Victor 23-1074
Los Tres Juanes
A. Rodriguez (A Belen) Victor 23-1072
Miami Beach Rhumba
Gomez Ork (Round the) Rainbow 10027
Necesito Olvidarte
M. Silva (La Mujer) Victor 23-1069
Pajarillo Carpintero
B. Lopez Ork (Pruebe Mi) Victor 23-1073
Prueba Mi Sazon
B. Lopez Ork (Pajarillo Carpintero) Victor 23-1073
Round the World Rhumba
Gomez Ork (Miami Beach) Rainbow 10027
Si Regresara el Amor
A. Landin (Cuando Gustes) Victor 23-1068
Soledad
J. Arvizu (Hasta Siempre) Victor 23-1070
Sonora Contigo
F. Fernandez (Contigo a) Victor 23-1075

NOW $150.00
BRAND NEW MACHINES . .
NOTE: NO EXTRA CHARGE FOR NEW CLUB HANDLE.
5c-10c-25c ROL-A-TOP BELLS
The Above Prices Are F. O. B. Chicago
SEE US AT C. M. I. BOOTH Nos. 12, 13 & 14
WATLING MFG. CO.
4650 W. Fulton St.
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CONSOLES
COMPLETELY OVERHAULED — READY FOR TROUBLE-FREE OPERATION
KEENEY BONUS SUPER BELL, 5¢ $239.50
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KEENEY BONUS SUPER BELL, 5¢-10¢-25¢ 548.50
BALLY TRIPLE BELL (Like New) 428.50
1/3 With Order, Balance C. O. D.
Scott-Crosse Co.
1423 Spring Garden Street
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FOR SALE
VICTORY SPECIAL..........$ 85.00
EVANS RACER, 5c, FP-PO.... 325.00
AMI, '47 (Clean).......... 525.00
1939 MAJOR SEEBURG...... 100.00
SPECIAL ENTRY 200.00
GOALEE................ 100.00
SPECIAL!!! Kwik Cafe Coffee Machine, used ninety days. Bargain, write for information.
WANT TO BUY
Regular Draw Bells, Deluxe Draw Bells and Double-Ups and Wild Lemons.
Rock City Amusement Co.
125 Sixth Ave., No. Nashville, Tenn.

M. R. WILKIE
Announces opening new office under new firm name.
Now delivering new Bells, Five Balls, "MASSE" Coin Operated Pool Tables, Columbus and Silver King Merchandise Venders. Also expert repair service rendered. Write, Phone or Wire requirements. CUMBERLAND COIN MACHINE EXCHANGE, Phone 3172, 207 (Rear) Franklin St., Fayetteville, N. C.

Few New Candy Venders Shown At 1948 Meet

CHICAGO, Dec. 18. — Candy venders were not prominent among the new machines shown at the 1948 NAMA convention here this week, most manufacturers concentrating on 1947-'48 models. Design change, an improved model of a previously unreleased vender and one new model summarized the new equipment efforts of three manufacturers.

Alco-Deree Company, Chicago, displayed the U. S. Vending, air conditioned candy vender, featuring improved functional design. The machine now has candy bar retention rings for each of its seven tiers, preventing bars being jarred from their pockets, falling to bottom of machine or down delivery chute. Retention bars are held in place by two vertical guide bars, which permit raising of retention bars to permit restocking candy compartments. New free-spin action of candy tiers reduces loading time to an average of 20 minutes. Altho eight inches higher than formerly, to obtain a longer delivery chute, capacity of machine remains at 386 to 496 bars, depending upon their thickness.

Theodore Isaacs, vice-president, stated present production on the redesigned machine is 25 units a day. Price is $449.50.

Alkuno & Company, New York, introduced a new candy bar vender, Model 500. The machine features 100-bar capacity. Face panel has four display windows, showing merchandise in vending position, instead of the trade mark emblem of item sold. Price is same as the hard candy units, $69.60. Firm also debuted a new cookie vender, Model 700, with initial deliveries promised for February. Unit, also priced at $69.50, is a four-column machine with 100 package capacity and of same dimensions as the firm's hard candy units.

National Vendors, Inc., St. Louis, showed its electric Model 8CE, introduced last year. The unit was placed in production within the past week, it was stated. Designed to vend general merchandise, the machine displayed was lettered and stocked as a candy bar vender. Console type, the unit has a capacity of 400 bars in its eight columns. Price will be "approximately $400" when deliveries begin within the next 90 days. Firm states the machine is primarily designed as a theater model, when used as a candy vender. Multi-coin operation is possible, permitting nickel to 40-cent pricing of merchandise. A mechanical candy vender is planned for introduction later next year, officials said, and will be of the upright type.

K. C. VALUES

Keeney Bonus Twin, 5¢-25¢ $378.00
Keeney Gold Nugget, 5¢-25¢ 350.00
Keeney 3-Way, 5¢-10¢-25¢ 525.00
Bally Triple Bell, 5¢-5¢-25¢ 425.00

Circus ...$165.00
Wisconsin . 125.00
Contact .. 148.50
Robin Hood 108.50
Spinball .. 98.50
Humpty Dumpty . 75.00
King Cole. $149.50
Caribbean . 125.00
Yanks ... 99.50
Catalina .. 99.50
Major League .. 75.00
Bermuda . 79.50

Terms: 1/3 Deposit, Balance C. O. D.

K. C. NOVELTY CO.
419 Market St. Philadelphia 6, Pa.
Market 7-4641 or 7-6391

U. S. SHUFFLEBOARD CO.

$350.00—20' Length—$350.00
New—2 3/4" Bed—New

Immediate shipment.
Send check for $350.00, will ship F. O. B. Canton.

U. S. Shuffleboard Co.
207 2nd St., N. E. CANTON, O.
Phone 4-7394

Convention Sidelights

(Continued from page 93)

Jersey. . . . Shoeshiners at the show numbered seven, with one model designed to give the same effect, mechanically, that the real bootblack gives by the sweat of his brow and his brawny arms. In this product, the patron inserts his foot into a compartment which, thru a series of automatic levers, proceeds to put polish on shoes, brush them and then apply a shine rag. . . . The cigar roundtable was canceled by moderator Fred Branstrader when only a few interested parties showed up.

With all the baseball meetings going on in the Palmer House Monday and Tuesday, it is a wonder that several operators didn't wander into the wrong session and end up getting traded to the St. Louis Browns. All National and American League managers, coaches and owners could be seen hobnobbing with NAMA show visitors on the third and fourth floors. Happy Chandler, baseball commissioner, was among the exhibit floor visitors. . . . Walter Graham, head of Self-Service Laundries, Chicago, was keeping close tab on all types of canned juice venders. When he visited the Juice Bar Corporation suite on the seventh floor he proceeded to exchange information with Bob Osanna, of the canned juice vender firm. Bob, already established in the juice field, was interested in finding out all he could from Graham on coin-operated laundries. Graham, on the other hand, was asking Osanna all the ins and outs of canned juice operation.

Among the convention visitors from Chicago manufacturing firms were Frank Mencuri, Exhibit Supply; Sol Gottlieb, D. Gottlieb & Company; John Watling, Watling & Company; Skeets Moore, Williams Manufacturing, and Ben Becker, Bally Manufacturing. . . . One of the more obvious things at the conclave was that for the first time since the war, operators were not wondering about their sources of candy supplies. . . . Martin Berger, who with Harry Weiner and John Moralee was in attendance at the Cigaromat booth, said that at next year's show he expects to see a machine that will outdo all exhibited to date. This will be, according to Martin, a vending machine that will dispense vending machines.

Visitors of the Juice Bar Corporation will not be able to forget the dainty way both Jack Cross and Seymour Ziff introduced their new product. After gently telling visitors that the machine could not be used on industrial locations because it was too delicate, both Cross and Ziff would proceed to kick the vender with all their collective force. Their psychology worked, too. Actually, the Juice Bar machine is so constructed that it continues to vend under all types of conditions and from any angle. Cross explained that they made the vender so that even people who don't follow directions can get either their money back (when the machine is empty) or the product desired without fail.

Jack Breidt, U-Need-A Vendors' president, was active in his firm's booth despite a recent serious operation. He said he will be better than new in a few months. . . . F. McKim Smith, Atlantic City arcade man, was on hand with his wife, the former Elsie Vaughn. He was all smiles when it was announced that his home city would host the '49 NAMA convention. . . . Altho one of the main reasons that the show will be shifted to the resort city next year was the fact that no November dates were available in Chicago hotels, many trade observers feel that a change of scenery will prove to be an over-all help to the event. November dates were sought because several operators had indicated that the mid-December dates were unsatisfactory because of their proximity to the Christmas season.

Wives at the show were pretty much agreed that the women's program this year gave them a good chance to take in all convention doings and yet have ample time for sightseeing and Christmas shopping. Some of the most active wives at the show were Mrs. George Seedman, Mrs. George Leach, Mrs. Earl Mason, Mrs. F. B. Haas, Mrs. D. F. Saxon and Mrs. Kuno Hamann.

Al Cole and his son, Dick, Cole Products, Chicago, were busy the entire four days either welcoming old friends and customers or greeting and making new ones. . . . Among the New Yorkers taking in NAMA doings were H. F. Dennison, Dennison Distributing; Murray Wiener, U-Need-A Vendors; Perry Wachtel, Sam Kressberg and Al Simon. . . . Philadelphians included I. H. Rodstein; Harry Rosenthal, Banner Specialty, and Cy Melikian, head of Rudd-Melikian. . . . Californians making the long trip to the Palmer House for the annual event included A. F. Parina and Leon (Hi Ho) Silver, both of San Francisco; J. D. Roberts, Oakland; Fred Holm, J. W. Houghton and J. R. Geisler, Los Angeles. . . . Marty and Ernie Fox, Austin Packing, Baltimore, made it easier for convention visitors to carry around the samples they gathered by furnishing shopping bags to all visitors to the Austin exhibit room on the seventh floor. . . . Art Weinand, Rock-Ola, and Murray Wiener, U-Need-A Vendors, filled in the dull moments when they were on booth duty by playing practical jokes on each other.

Mickey Saffron, Saffron Sales, Youngstown, O., was a frequent visitor to the Eastern Electric booth. . . . The Diak display was a regular hangout for hotel bellboys who got hungry during those in-between meal hours. Firm was generally serving all visitors tasty hot sandwiches, including ham and hot dogs, from its Dog-in-a-Kennel hot sandwich machines. . . . Charles Donnelly, vice-president of Stewart Products, stated at the show that his firm's canned juice vender will hit the production line after the first of the year. . . . Rowe Manufacturing's new stocking vender was one of the surprises of the exhibit floor. It sells nylons for $1 per pair. . . . M. L. Waldman and M. M. Marcus, of Markepp Sales, Cleveland, had several confabs with Bert Mills on the Mills coffee bar during the week. . . . H. Kirsch and George Martin, of Kirsch's Beverages, Brooklyn, were on hand for all beverage sessions and took copious notes on new beverages introduced at the show. . . . Joe McGlenn, McGlenn Distributing, Pittsburgh, and Bill Fuller, Vendall, made the convention rounds together.

Begin Production On New Bally Bell

CHICAGO, Dec. 18.—Bally Manufacturing Company has placed its new bell console, Multi Bell, in quantity production, Ray Moloney, president, announced this week. New product features the jumping odds feature introduced in the Bally one-ball, Citation.

As pointed out by George Jenkins, firm sales manager, Bally has previously turned out other bell consoles with changing odds, such as Triple Bell and Wild Lemon, in which odds change automatically, and in Double Up, featuring a spinner which automatically increases odds, but this marks the first bell console which permits a patron to make his own odds by depositing additional coins.

Exhibit Intros 5-Ball; Readies Pistol Gallery

CHICAGO, Dec. 18.—Exhibit Supply Company announced last week it is now in full production on a new five-ball game, Magic, featuring its patented contact bumpers, flippers and double bonus scoring. Firm also disclosed that it has been granted an exclusive license to manufacture the Mauser all-electric pistol shooting gallery, which was first shown by the Dale Engineering Company, Long Beach, Calif., during the National Association of Amusement Parks, Pools and Beaches convention at the Hotel Sherman here recently.

Magic includes six replay highlights, combination scoring thru the use of stretch rubber rebounds, kick-out pockets and bonus collection roll-over switches. During play, patron tries to make all eight numbered scoring gimmicks. After completion of this cycle, he is able to try for additional point blocks and replays. One of the new developments of the game is a pair of kick-out pockets near the top of the playfield which gives player the next 100,000 points on the scoreboard. Thus, if player drops a ball in either of these kick-outs when he has 310,000 points, his score automatically jumps to 400,000 points. In all, game registers over 3,000,000 points.

In its production of the Mauser pistol gallery, Exhibit plans to make certain changes which the firm believes will make it more attractive to both indoor and outdoor locations. As exhibited at the NAAPPB show, machine measured 17 by 30 by 64 inches, weighed 127 pounds.

A third new piece of equipment just hitting the Exhibit Supply production line is Jitters, an arcade machine, which uses the player's body as a transmitter of impulses.

Begin Output For Williams New Five-Ball

CHICAGO, Dec. 18. — Williams Manufacturing Company has completed location tests of its new game, El Paso, and placed it in full production, Fulton Moore, sales manager, announced this week.

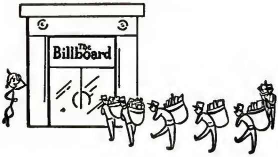
New five-ball has six bonus advance rebounds which store up to 1,000,000 points on bonus score, collected by guiding a ball thru a middle roll-over switch at the top part of the playfield. El Paso stresses sequence scoring and awards replays for making bumpers 1-7, followed by making roll-over switches 6 or 7 for a second time. The 6 and 7 side roll-overs are constructed in such a way that once player has completed the 1-7 series, bottom or top of the roll-over replays can be won by going thru the switches. Other special awards available after the 1-7 series has been made include five replays for dropping a ball in the bonus replay kick-out just above the out-hole.

Other scoring features of El Paso include one pair of thumper bumpers, which score and kick from all angles (360 degrees) and powered flippers which when worked in combination play with game's thumper bumpers give player a chance to run a ball thru the entire playfield two or more times.

Bumper Peanut Crop

GLEN ROSE, Tex., Dec. 18.—This, the second smallest of Texas's 154 counties, has wrapped up a half million-dollar peanut fortune. Somervell County farmers planted 5,450 acres in peanuts. Average price was $3 a bushel. Adjacent counties report an equally prosperous season.

LET'S MAKE IT UNANIMOUS!



Thousands of coin men have answered The Billboard's First Annual Coin Machine Roll Call. Coupons are still rolling in from the advertisements in The Billboard the past three weeks and from 87,000 pieces of mail sent to lists of operators obtained from 79 distributors and manufacturers.

LET'S MAKE IT UNANIMOUS!

But there are still some firms in the business to be heard from. Have we heard from you? Enroll today! Help make the coin machine census complete.

LET'S MAKE IT UNANIMOUS!

On January 1 the final gigantic mailing to 145,000 names goes into the mail. Why? Simply to make this roll call as complete as possible.

LET'S MAKE IT UNANIMOUS!

What's more—we want to give every coin man the opportunity to obtain eight of the most important coin machine issues of the year for only $1. Eight issues that include the big CMI Convention Issue with The Billboard's Annual Juke Box Supplement, as well as the news-filled issues that follow.

START THE NEW YEAR RIGHT! ENROLL NOW! USE THE COUPON BELOW

SUBSCRIBERS—USE THIS COUPON

To: B. A. BRUNS 4S
THE BILLBOARD
2160 PATTERSON ST.
CINCINNATI 22, OHIO

I AM A COIN MACHINE MAN!

Enroll me as an

☐ Operator ☐ Distributor ☐ Manufacturer ☐ Other

☐ I already subscribe to The Billboard and want my subscription extended for eight weeks for only $1.

☐ Send me an additional copy for 8 weeks for $1.

☐ I enclose $1 for which I get 8 weeks PLUS the December issue of VEND FREE.

☐ Bill me later for $1 (No Free Vend).

NAME ____________

COMPANY ____________

STREET ____________

CITY ____________ ZONE ____ STATE ____________

Free

$1

Enclose $1 with your coupon and get the big December catalog issue of VEND.

Free

ALL OTHERS—USE THIS COUPON

To: B. A. BRUNS 4
THE BILLBOARD
2160 PATTERSON ST.
CINCINNATI 22, OHIO

I AM A COIN MACHINE MAN!

Enroll me as an

☐ Operator ☐ Distributor ☐ Manufacturer ☐ Other

☐ I am not at present a subscriber so I accept your offer to send me the next 8 issues for only $1.

☐ I enclose $1 for which I get 8 weeks PLUS the December issue of VEND FREE.

☐ Bill me later for $1 (No Free Vend).

NAME ____________

COMPANY ____________

STREET ____________

CITY ____________ ZONE ____ STATE ____________

We have eight brand new machines, close out price,
$135.00 each

USED COUNTER GAMES

Pop Ups	$ 14.00
Penny Pistol Shot	12.50
10 Bingos	12.50
15 Kicker & Catchers	18.50
Blue Bonnets	12.50

POP CORN VENDORS

20 like new Kunkels 10¢ Pop Corn Vendors	$ 88.50
10 like new Pop Ses 10¢ Pop Corn Vendors	88.50

SPECIAL

1 Super Star Pop Corn Machine (New, in Original Crate)	$585.00
20 Frigidrink Vendors	225.00
1 Brand new Mills Coffee Vendor	725.00
3 Slightly used Mills Coffee Vendors	525.00
25 National 9-Col. Candy Vendors	85.00
Heavy Hitters with stands	65.00
Tenth Innings with stands	88.00

SLOTS AND BELLS

3 Jennings 10¢ Super DeLuxe Club Light Ups, 1 Cherry P.O.	$185.00
5 Jennings 25¢ Super DeLuxe Club Light Ups, 1 Cherry P.O.	175.00
1 Jennings 10¢ Black Hawk, 1 Cherry P.O.	135.00
2 Jennings 5¢ Standards, 1 Cherry P.O.	125.00
2 Jennings 10¢ Standards, 1 Cherry P.O.	135.00
1 Jennings 25¢ Standard, 1 Cherry P.O.	145.00
1 set of 5¢-10¢-25¢ Mills Club Bells, all for	425.00
Mills Black Cherry originals, 5¢	125.00
10¢	135.00
25¢	145.00

USED VENDORS

25 N. W. 1¢ #33 Ball Gum Vendors with Plastic Globes	$ 8.50
25 Silver King 1¢ Ball Gum Vendors	8.50
25 5¢ Silver King Nut Vendors	8.50
3 Shipman Duo Stamp Vendors, like new	15.00
12 Northwestern 1¢-5¢ DeLuxe	18.50

ALL LATE FLIPPER GAMES

Catalina	$115.00
Trinidad	115.00
Wisconsin	115.00
Build Up	115.00
Spin Ball	115.00
Crazy Ball	115.00
Short Stop	115.00
Major League Baseball	115.00
Triple Action	115.00
Melody	115.00
Robin Hood	115.00

USED CIGARETTE VENDORS

5 U-Need-A Pak 500, 8-Col.	$ 75.00
25 National 950's	85.00
5 DuGrenier 1946 Challengers, 7-Col.	125.00
5 U-Need-A Pak 8-Col. Monarchs, 1948	125.00
2 DuGrenier W's, 8-Col.	45.00
25 C-8 Eastern Electric Cigarette Vendors	135.00

MUSIC

25 Used Packard Wall Boxes	$ 22.50
25 Used Buckley Wall Boxes	17.50
30-Wire Cable, Per ft.	.20
Brackets	3.00
1 Wurlitzer 1080	395.00

CONSOLES

Keeney Super Bonus Bells, Doubles	$385.00
10 Jennings Silver Moons, F.P.	85.00
4 Bakers' Paces, D.D.	150.00
Brand new Mills 3 Bells	Write
Keeney Super Bonus Bells, Single	275.00

To you and all of those dear to you we extend the season's greetings and our sincerest thanks for helping us continue making each year a better one.

Terms: ½ Deposit, Balance C. O. D.

CLEVELAND COIN
MACHINE EXCHANGE, INC.
2021-2025 PROSPECT AVE · CLEVELAND 15, OHIO
M.S. GISSER, SALES MGR.
ALL PHONES: TOWER 1-8715

GREATEST BARGAINS IN BILLBOARD

WUR. 1015, 1080 and 1100—USED . . . WIRE, WRITE OR CALL

1947 ROCK-OLAS, MODEL 1426	$295.00
1946 ROCK-OLAS, MODEL 1422	250.00
SEEB. 146 (Master)	295.00

SEND FOR OUR NEW PRICE LIST
WE WILL TRADE PHONOGRAPHS FOR LATE GAMES, ONE BALLS AND SLOTS
WURLITZER'S EXCLUSIVE DISTRIBUTOR FOR NEW ENGLAND STATES
PHONE • ST 2-3320
REDD DISTRIBUTING CO., INC.
130 LINCOLN • ALLSTON • BOSTON 34, MASS.

SPECIAL

JOCKEYS	$175.00
GOLD CUPS	225.00

1/3 Deposit

CLARENCE A. CLEERE
1112 EAST LANCASTER STREET FORT WORTH 3, TEXAS

LOWEST PRICES—BEST VALUES

BALLY GOLD CUPS	$325	BUCKLEY TRACK ODDS	$600
BALLY JOCKEY SPEC.	225	BUCKLEY LONG SHOTS	650

EVANS 25¢ LUCKY LUCRES $200

All machines just off location. Perfect condition.
1/3 certified deposit, balance C. O. D.

UNION VENDING CO., INC.
6 S. LAFAYETTE AVE., BALTIMORE 2, MD. MULBERRY 1722

Bulk Ops Talk 6-Pt. Program At NAMA Round-Table Meet

CHICAGO, Dec. 18.—Stressing efficiency, service and operator alertness, the NAMA Penny Machine Round Table held Tuesday morning (14) got under way with the moderator, Karl M. Klein, Louisiana Vending Machine Service, New Orleans, opening the discussion before the assembled operators, suppliers, distributors group.

In line with the increased-profits-thru-efficiency theme, the two-and-a-half-hour meeting resulted in an impromptu discussion revolving about a 6-point program to advance operating techniques. General points discussed were (1) cleanliness of equipment; (2) use of uniforms; (3) how to solicit new locations thru direct mail; (4) charms, advantage or disadvantage?; (5) method of paying servicemen; (6) moisture control in merchandise compartment.

Talking on clean equipment, Klein stated that a prime point was the periodic polishing of the inside, as well as outside, of the glass globe on nut and other bulk machines. A clean cloth, used for this purpose and no other, should be furnished each routeman. Dirty equipment invites action by local health authorities, with resultant restrictions and often special levies, it was agreed. Best method of cleaning interiors of nut compartments, especially, was the use of a dry cloth with a powder cleanser. The oil residue left on the glass from the nuts combines with the cleanser to provide an excellent ingredient that removes all foreign matter and provides a high polish, it was pointed out.

Following the clean equipment discussion, it was suggested by Klein that NAMA carry a short slogan on "keep your equipment clean" on its official stationery in 1949. NAMA's R. Vonesh declared he would take the question up with association officials shortly.

Uniforms

Joseph Brodsky, Illinois Vending Company, Chicago, went on record as favoring use of uniforms, especially in industrial type operations as his own. Lettered firm name on uniform results in freer access to plant locations as officials recognize the man, not as a stranger, but as an individual with a set purpose in their building. Routes covering public, retail type locations could also benefit thru use of uniformed routemen, but an alternate measure could be a more or less standardized jacket and shirt, with tie, apparel, unlettered.

Company owned uniforms were second choice; employees' purchase of own outfits, with weekly maintenance allowance, being preferred. Reason: Uniforms ordered to measure for individual employees seldom were suitable for use by new help, resulting in a total loss of the purchase price. A rental service was also mentioned as a good solution to the uniform problem.

A new idea in acquiring desirable locations was suggested in the use of direct mail solicitation. While untried in the penny machine field, operators agreed it was worth trying. Using a 3-cent stamp (1½-cent mailings suggest usual advertising plugs and are usually discarded unread) the operator should enclose a photo of his machine, stating briefly the advantage (to location owner) of having it in his place of business, it was advised. Such letters should be followed up by a personal visit; they will act, at least, as a means of introduction and make the operator's name known, it was pointed out. As such mailings would be purely a local proposition, postpaid return cards would not be needed.

Charms

The use of charms as sales incentives brought pro and con opinions from various operators. Samuel Eppy, Samuel Eppy, Inc., New York, took the affirmative side, citing use of premiums by breakfast food, soft drinks and the Crackerjack package. He held that the charm offered a bigger thrill to children than an "extra peanut or bigger ball gum." Glen Gillette, operator from Wilkensburg, Pa., stated in his operating area, 18 peanut and ball gum operators used charms while only two did not. Trade groups, several present held, should leave the decision of legality (of charms) up to lawmakers. In New York the use of charms was the custom rather than the exception, it was declared.

Hitting at the idea that use of charms in venders paralleled premiums and prizes given in confection and breakfast food packages, Miss Adeline Strong, Gum Vending Corporation, said while the latter gave such a premium with each purchase, each vender purchase did not. The charm question, it was decided, should be left up to the individual operator.

Salaries

Servicemen's salaries, in areas where unionization was not the rule and the employer was not compelled to follow any set wage plan, it was found, were usually a straight salary arrangement. A year-end bonus, figured on pre-set grosses for each route, in several instances was mentioned as an efficiency stimulant. The value of the guaranteed straight weekly wage, however, was brought home as the best long-term employee incentive.

Problem of moisture control, especially in the southern parts of the country, posed a major profit-eating bugaboo, Klein stated. One solution was purchase of top quality hard-shell merchandise to reduce loss thru dampness. Use of a pre-bagged, commercial moisture-drawing product, silica-jell, was advanced as the best solution. Placing a small bag of this substance in each vender (at a cost of about 2 cents per machine per year) would practically eliminate loss thru moisture, Klein said.

Meeting was concluded with the consensus that the bulk operator should "give the customer everything he can." Larger portions, it was cited, mean increased repeat patronage, resulting in the smaller per sale profit but eventually returning a higher yearly net. And this also, it was contended, meant a greater volume of business and consequently the elimination of loss thru stale merchandise.

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AUTHORIZED BELL-O-MATIC DISTRIBUTOR

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MAM'SELLE	39.50
TALLY-HO	42.50
TROPICANA	46.50
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MAJOR LEAGUE	79.50
CATALINA	88.50
ROBIN HOOD	95.00
TENNESSEE	99.50
TRIPLE ACTION	102.50
CARIBBEAN	106.50
SHANGHAI	112.50
SPIN BALL	112.50
TRINIDAD	115.00
CRAZY BALL	129.50
KING COLE	149.50
CIRCUS	159.50

1/3 Deposit Cash or Certified Check With Order

Ex. Contact Kicker Kits	$6.95
Ex. Flipper Kits	3.95

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JOCKEY CLUB, Pre-War	$ 39.50
LONG SHOT, Pre-War	39.50
NUDGY w/Flippers	27.50
VICTORY SPECIAL	99.50
GOTT. CINDERELLA	125.00
DRIVEMOBILE	99.00
CARD VENDOR	25.00
MILLS Punching Bag	90.00
VICTORY DERBY, Auto Shuffle	65.00
TRIPLE BELLS	475.00

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Nationally Advertised Models

$150 TO $1500

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All Original Flipper-Type Games

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Wurlitzer 950	$110.00	Seeburg Victory-Gem	$ 49.50
Wurlitzer 600R	49.50	Seeburg Casino	39.50
Wurlitzer 1100	599.50	Rock-Ola Master	59.50
Wurlitzer 750	199.50	Rock-Ola DeLuxe	49.50
Wurlitzer 1015	399.50	Rock-Ola Standard	49.50
Wurlitzer 42-600 Victory	39.50	Rock-Ola 1422	275.00
Wurlitzer 24	39.50	Wurlitzer 850	119.50
Wurlitzer 500	59.50	Wurlitzer #100 30-Wire Boxes	4.00
Seeburg Envoy	99.50	Wurlitzer 125, 5-10-25 Boxes	4.50

Race Horse Back Glass for Advance Roll $9.50

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"NOPE, NOT PHOENIX"

Pins, Music, Payouts; 10 years old, 60 units on location. Will pay out in 14 months.

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PER 1,000 $9.50

GROETCHEN METAL TYPER	$175.00
Ace Bomber Sky Fighter Drivemobile	$79.50 EACH
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PHOTOMATICS, latest	WRITE

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WORLD'S LARGEST COIN MACHINE DISTRIBUTING HOUSE

NEW PIN GAMES

UN. SERENADE	W
GOTT. ROUND UP	R
CHICOIN TEMPTATION	I
GENCO ONE-TWO-THREE	T
EXH. MAGIC	E
UN. MAJOR LEAGUE	
CHICOIN SALLY	
BALLY CARNIVAL	

NEW ONE BALLS

BALLY CITATION, F.P.	$645
BALLY LEXINGTON, P.O.	645

PHONO SPECIALS

Wurl. 1015	$525.00
Wurl. 1080	495.00

NEW SKILL GAMES

BAT-A-BALL SR.	$ 42.50
EV. BAT-A-SCORE	855.00
FLASH HOCKEY	72.50

NEW COUNTER GAMES

UN. 10TH INNING	$128.50	TARGET KING	$ 45.00
IDEAL CC. VEND.	28.50	ACME SHOOTER	24.50
ABT MODEL F	47.50	SKILL THRILL	E4.50
ABT CHALLENGER	45.00	DAVAL BUDDY, FS	14.50
SHIPMAN ANT SHOW	42.50	1¢ AMER. EAGLE	57.50
GRIP-VUE	49.50	GROET. CAMERA CH.	19.95
KICKER & CATCHER	34.50	IMP. 1¢ or 5¢	14.50
NON-COIN MARVEL	34.50	1¢ MARVEL, CIG., F.S.	27.50
		HEAVY HITTER	88.50

BAT-A-BALL JR., Originally $79.20, Now $21.50

NEW SLOTS

MILLS JEWEL BELL	W	JENN. MONTE CARLO STANDARD OR SDX CHIEFS	
MILLS BLACK GOLD, H.L.	R		
MILLS MELON BELL	I	JENN. STANDARD CHIEF	
MILLS BONUS BELL	T E	JENN. LITE-UP CHIEF	
COLUMBIA, JP	$128.50	DE L. COLUMBIA	$159.50
VEST POCKETS	25.00	MILLS Q.T.	115.00

SLOT SAFES, STANDS, ETC.

CHICAGO METAL REVOLVAROUND SAFES — DE LUXE
Single—$192.00 • Double—2192.00 • Triple—$262.00
UNIVERSAL—Single Safe—$27.50 • Double Safe— 129.50
EXH. FLIPPER KIT—$5.25 • NICKEL NUDGER 8.95
BOX STANDS ......$27.50 • EXH. ROLL TILT .. E.75
WOOD SPINNER—$11.22 • EXH. CONTACT BUMPER 2.25

NEW CONSOLES

MILLS 3-BELLS	WRITE
KEEN. GOLD NUG.	$900.00
EVANS RACES	931.00
BAL. TRIPLE BELL	295.00
EV. WINTERBOOK	929.00
EVANS BANGTAILS	271.50
EV. CASINO BELL	537.50
JENN. CHALLENGER	595.00
BAL. WILD LEMON	942.50
BAL. DOUBLE UP	542.50
BAL. RESERVE BELL	542.50

NEW VENDORS

ATLAS DE LUXE 1¢ ALL PURPOSE VEND.	$ 14.50
ATLAS 5¢ BANTAM TRAY VENDOR	14.50
N.W. STAMP VEND.	22.50
POP CORN WARMER	22.50
SHIPMAN SELECT-A-BAR, 2-COL.	89.50
ARISTOCRAT POP CORN VENDORS	225.00
MARION SCALE	72.50
SILVER KING	12.22
S.K. HOT NUT VEND.	22.50
5¢ 4-WAY MINT	17.50
ADVANCE 25¢ MODEL 21F VENDOR	22.50

NORTHWESTERN

BULK VENDORS

DUAL NUT	$42.00
DE LUXE	27.00
MODEL 33	12.20
MODEL 22	14.40
MODEL 40	11.00
22 BALL GUM	11.95

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ELECTRIC SCOREBOARD FOR SHUFFLEBOARD......$175.00

GREAT COUNTER-GAME CLOSEOUT!

New Daval Free Play $30.00

SAVE 3 WAYS!

No. 1 Spend Less for Original 5-Balls—Guaranteed A-1.*
No. 2 With Flipper Kit Installed.*
No. 3 With 1 Exh. Contact Kicker Installed.*

	No. 1	No. 2	No. 3
HAVANA	$64.50	$95.50	$79.50
MYSTERY	59.50	24.50	74.50
ROCKET	54.50	29.50	99.50
BALLYHOO	24.50	59.50	95.50
VANITIES	54.50	22.50	92.50
PLAY BOY	54.50	52.50	59.50
KILROY	24.50	59.50	95.50
SUPER SCORE	44.50	49.50	52.50
SPELLBOUND	44.50	49.50	99.50
SUPERLINER	94.50	25.50	45.50
MISS AMERICA	24.50	69.50	42.50
STEP UP	24.50	29.50	49.50
FAST BALL	24.50	29.50	49.50
SEA BREEZE	34.50	89.50	45.50
MIDGET RACER	24.50	29.50	42.50
BIG HIT	94.50	29.50	49.50
BIG LEAGUE	24.50	22.20	42.50
ANY ONE-WAY PIN GAME	24.20	28.20	22.80

*Please give 2nd and 3rd choice because flippers and spinners are not practical on some games.

SPECIAL OF THE WEEK!

SURF QUEEN with Flipper Kit Installed $39.50

ORIGINAL FLIPPER TYPE 5 BALLS

WANTED

Send List

Also Draw Bells, Double Up and Bonus Supers

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MILLS BLACK CHERRY, Orig. 5¢, $144.50; 10¢, $149.50; 25¢	$154.50
5¢ MILLS BLUE FRONT, ORIG.	92.50
5¢ MILLS BONUS BELL	119.50
5¢ MILLS ORIG. CHROME, 2-5	102.50
5¢ BROWN FRONTS	29.50
GROET. COLUMBIA, J.P.	75.50
GROET. DE LUXE COLUMBIA	95.50
5¢ MILLS VEST POCKET	44.50
25¢ MELON BELL	29.50
JENN. 4-STAR CHIEF	75.50
WATL. ROL-A-TOP, 5, 10, 25¢	72.50

ARCADE

P. D. Q. CAMERA & BOOTH	$419.20
WMS. ALL-STARS	259.50
DRIVEMOBILE	129.50
CHI. COIN GOALEE	149.50
ROLL-A-BARREL, 10-FL	149.50
SUPER BOMBER	129.50
UNDERSEA RAIDER	115.50
SUPER TORPEDO	109.50
MAJOR LEAGUE BASEBALL	109.50
KIRK ASTROL SCALE	89.50
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BUCKLEY TREAS. IS. DIGGER	119.50
MUTO. S-COL. CARD VEN., 2 for $5	29.50
BOTT SNIP SCALE, POST-WAR	22.20

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GOLD CUP, F.P.	$375.00
JOCKEY SPEC., F.P.	245.50
JOCKEY CLUB, P.O., '47 MOD.	248.50
BALLY ENTRY, P.O.	169.50
SPECIAL ENTRY, F.P.	169.50
VICTORY SPECIAL, F.P.	125.00
VICTORY DERBY, P.O.	125.00
LONGACRE, F.P.	99.50
TURF KING, P.O.	79.50
JOCKEY CLUB, P.O., '42 MOD.	29.50
KENTUCKY, P.O.	52.50
LONGSHOT, P.O.	52.50
SPORT KING, P.O.	22.50

CONSOLES

5-25 TWO-WAY BONUS SUPER	$425.00
BALLY TRIPLE BELL, 5-10-25¢	425.00
5¢ KEEN. BONUS SUPER BELL	249.50
BALLY DRAW BELLS, Reg.	219.50
MILLS 3-BELLS	155.50
HI HAND, COMB.	99.50
MILLS 4-BELLS, 5-5-5-5	98.50
BALLY CLUB BELL	22.50
MILLS JUMBO, COMB.	79.50
KEENEY 5¢ SUPER BELL COMB.	79.50
WATLING BIG GAME, P.O. or F.P.	29.50
5¢ PACE SARATOGA SR., P.O.	29.50
BALLY BIG TOP, P.O. or F.P.	59.50
MILLS JUMBO, LATE HEAD	59.20
PACE REELS—CRN. NAIL	29.20
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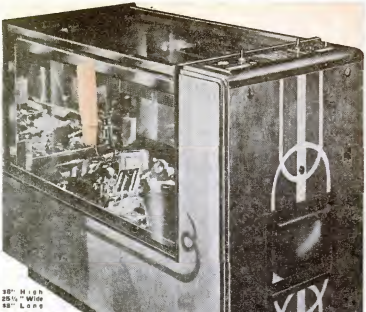

38" High
25¼" Wide
38" Long

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SENSATIONAL EARNINGS!

PERFECT CONTROL OF ITS FASCINATING ACTION ASSURES CONTINUED PLAYER APPEAL

- ★ Wide Store Front Visibility *Attracts Attention—Holds Play*
- ★ Welcome In Locations Not Permitting Ordinary Games.
- ★ Dual Control Speeds *12 Second Play*
- ★ Realistic Overhead Industrial-Type Crane *Fascinates All Types of Patrons*
- ★ New Floating Play Field *Big 30" x 20"*
- ★ Complete Fluorescent Lighting *Permits Rich Display of Merchandise*
- ★ Easy To Dress
- ★ Location Tested for Almost 2 Years

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COMO MANUFACTURING CORP.
2532 N. ELSTON AVE.
CHICAGO 47, ILLINOIS

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YOUR CHOICE: $19.50 EACH—6 FOR $100.00

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Step Up
Rocket
Big League
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Rio
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Smarty
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Ballyhoo
Sea Breeze
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Suspense
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Cleaned! **$39.50 EACH—3 FOR $100.00** *Checked!*

Lightning
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Crossfire
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ROLL DOWNS—$49.50 EACH

BUBBLES
CHICOIN ROLL DOWN
MIMI
TRI SCORE
TALLY ROLL
SINGAPORE
HAWAII
SUPER TRIANGLE

ADVANCE ROLLS—BING-A-ROLLS. . . . . . WRITE

ARCADE

GOALEES	$88.50
BANG-A-DEER (Comp. With Rifle)	99.50

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TERMS: ⅓ Deposit, Balance C. O. D.

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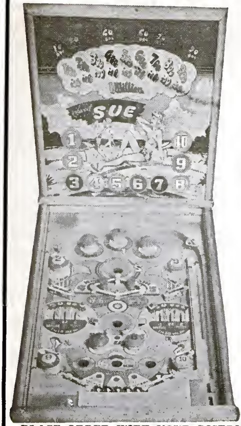
From All of Us to All of You
A MERRY XMAS and A HAPPY NEW YEAR

OLIVE NOVELTY CO.
2625 LUCAS AVE., ST. LOUIS 3, MO.
(Phone: Franklin 3620)

"SWEET SUE"

A REVAMP FROM HAVANA



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NOT MUCH MONEY?

DON'T BE BLUE–
Get "SWEET SUE"

NEW
PLAYFIELD

NEW
BACKGLASS

(FLIPPER OPTIONAL)

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For MILLS and JENNINGS MACHINES

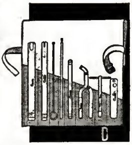
SKILLED or UNSKILLED OPERATORS and CLUB MANAGERS CAN MAKE "ON THE SPOT" ADJUSTMENTS WITH SELECTED and SPECIALLY DESIGNED "Slot" TOOLS . . . .

A NINE PRACTICAL TOOLS for servicing Mills Machines. Each specially designed to simplify machine maintenance. . . . . Only $21.95

B DELUXE "Slot" TOOL CHEST endorsed by Mills. Compact-Sturdy-Handy —Offers the repairman an excellent assortment of parts, selected and specially designed tools. Complete . . . . Only $75.00

C THIRTEEN ESSENTIAL "Slot" TOOLS for "On The Spot" adjustments on the Mills Machines. . . . . Only $24.95

D EIGHT SPECIALLY DESIGNED "Slot" TOOLS for servicing Jennings Machines. Tools in handy Pocket-tainer. Complete . . . . . . Only $18.95



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★ BLACK CHERRY ★ BLACK GOLD ★ JEWEL BELL
All Cabinets with New Castings and Refinished.
Appearance and Operation Like New.
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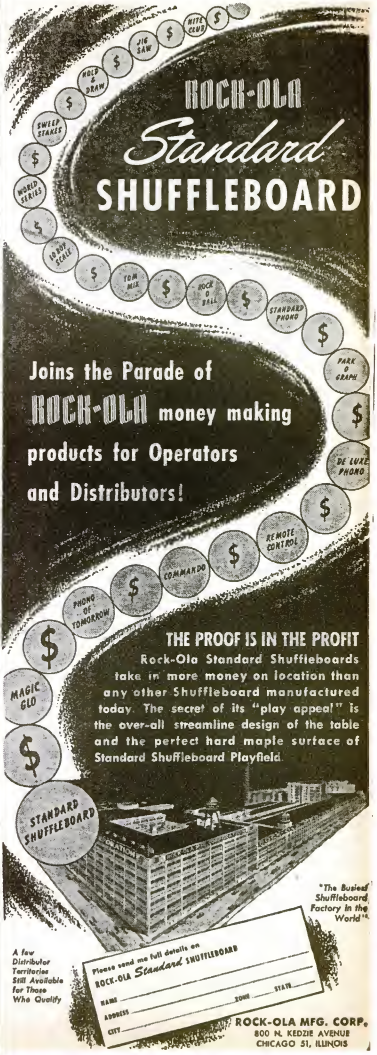
AUTHORIZED DISTRIBUTORS for NEW MILLS BELLS

It's The Play That Counts — "Slot" Tools Soon Cancel Small Initial Cost

LITERATURE ON "SLOT" REPAIR TOOLS AVAILABLE

Central Service **SALES COMPANY**
219 WEST JACKSON
KOKOMO, INDIANA



ROCK-OLA
Standard
SHUFFLEBOARD

Joins the Parade of ROCK-OLA money making products for Operators and Distributors!

THE PROOF IS IN THE PROFIT

Rock-Ola Standard Shuffleboards take in more money on location than any other Shuffleboard manufactured today. The secret of its "play appeal" is the over-all streamline design of the table and the perfect hard maple surface of Standard Shuffleboard Playfield.

"The Busiest Shuffleboard Factory in the World".

A few Distributor Territories Still Available for Those Who Qualify

Please send me full details on
ROCK-OLA *Standard* SHUFFLEBOARD
NAME
ADDRESS
CITY ZONE STATE

ROCK-OLA MFG. CORP.
800 N. KEDZIE AVENUE
CHICAGO 51, ILLINOIS

SICKING'S GUARANTEED RECONDITIONED GAMES

NEW MILLS BELLS

MILLS' NEW QT

A "Pony-Size" Bell. Weighs only 85 lbs.

The **NEW QT** is an entirely new design with streamlined front painted Blue and Gold, and made to give Operators unlimited service. It shines out bright and cheerful in any type of location. Any counter anywhere will welcome its presence.

5c PLAY ..$115.00
25c PLAY .. WRITE 1/3 Deposit

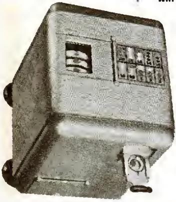
MILLS BLACK GOLD BELL

You can make **MORE MONEY** with this New Mills Bell (with Hand-Load Jackpot). It is modern in design and has the "come-on" appeal. Full Jackpot at all times is one of its "Come-On" Features. Write for illustrated circular giving full details on the unusual Bell. Immediate delivery in 5¢, 10¢, 25¢ and 50¢ play.
WRITE FOR PRICES

MILLS JEWEL BELL

If you want to increase your income place the New Mills Jewel Bell on location. It is different than any Bell ever manufactured in the past. Its design is modernistic and has unusual eye appeal. Ready for delivery in 5¢, 10¢, 25¢ and 50¢ play.

WRITE FOR PRICES



NEW BONUS BELL...WRITE FOR PRICES

MILLS' NEW VEST POCKET BELL

The Vest Pocket is a complete Bell, operating on 3-5 Mystery Payout system. Small payout cup in front is covered by drop flap. Reels can also be instantly covered, automatically removing the reward plate from sight. BLUE & SILVER or GOLD & SILVER.

5c PLAY $65.00 1/3 DEPOSIT

New Box Stands. Single, Double and Triple Safes for Mills Bells.

GUARANTEED RECONDITIONED MILLS BELLS

Blue Fronts, Brown Fronts, Jewel Bells, Bonus Bells, Q.T. Bells, Vest Pocket Bells.
WRITE FOR PRICES.

ONE BALL F. P. GAMES

GOLD CUPS	$299.50
SPECIAL ENTRY	154.50
VICTORY SPECIALS	69.50
LONGACRE	32.50
WHIRL-A-WAY	49.50
PIMLICO	32.50
THOROBREDS	32.50

CONSOLES

Keeney Bonus Super Bells, Comb. 5c-25c	$524.50
Keeney Keenette	89.50
Four Bells	79.50
Late Model Baker's Pacers (Like New)	499.50
Lucky Lucre	69.50
1940 Galloping Dominos	49.50
Bally Club Bells	69.50
Late Model Evans Races	499.50
Jumbo, F.P. or Cash Model	49.50
Evans 1940 Bangtail	49.50

FIVE BALL FREE PLAY GAMES

Contact, Exhibit, Late	$169.50	Show Boat	$17.50	Cyclone	$29.50
Virginia	124.50	State Fair	17.50	Flint Top	15.00
Sally (Like New)	174.50	School Days	17.50	Rocket	22.50
Robin Hood	124.50	Surf Queen	15.00	Zig Zag	12.50
Melody	89.50	Suspense	15.00	Big Hit	15.00
Yanks (Williams)	99.50	Dynamite	17.50	Knockout	12.50
Starlight	49.50	Kilroy	22.50	Score Card	12.50
Cover Girl	117.50	Invasion	12.50	Five, Ten & Twenty	12.50
Bonanza	49.50	Defense	12.50	Laura	12.50
Thrill (Like New)	164.50	Shangri-La	15.00	Carousel	49.50
Star Dust	124.50	Nudgy	22.50	Step Up	15.00
Jamboree	117.50	Smarty	25.00	Sea Breeze	22.50
Crazy Ball	124.50	Superliner	15.00	Big League	15.00
Leap Year	89.50	Three Score	12.50	Gold Star	12.50
Texas Mustang	17.50	Wagon Wheel	17.50	Sport Parade	12.50
All American	17.50	Trade Winds, Rev.	12.50	Fiesta	22.50
Topics	17.50	Liberty	22.50	Ballyhoo	22.50
Baffle Card	17.50	Velvet	12.50	Gold Ball	37.50
Monicker	17.50	Flamingo	37.50	Captain Kidd	12.50
Four Roses	17.50	Amber	17.50	Ten Spot	12.50
Miami Beach	17.50	Tornado	32.50	Major '41	12.50
Venus	17.50	Air Circus	12.50	Big Parade	12.50
Silver Skates	17.50	Arizona	12.50	Jungle	12.50
Dude Ranch	17.50	Brazil	15.00	Marines at Play	12.50
Snappy	17.50	Double Barrel	22.50	Miss America	17.50
		Horoscope	12.50	Argentina	12.50

When Ordering Machines From $12.50 to $17.50, Please Give Second Choice.
1/3 Deposit With Order.

We Have In Stock at All Times
EVERY NEW COIN MACHINE MANUFACTURED
Write for Circulars and Price List

SICKING, Inc. ESTABLISHED 1895 America's Oldest Distributor
1401 CENTRAL PARKWAY CINCINNATI 14, OHIO

EARN MORE per individual unit than a Complete Route of other equipment

with KEENEY'S

BONUS

Super Bell

Install one 2-Way Keeney Bonus Super Bell. Compare collections you make with a complete route of other equipment. Be assured — your Keeney 2-Way Bonus Super Bell will out-earn a group of competitive machines by a wide margin. A test will prove it!

in Heavy Production Now by Popular Demand!

See Your Nearest Keeney Distributor

●

There's a Keeney Console for Every Location

- ★ **2-WAY BONUS SUPER BELL,** famous 5 multiple, up to 5 coins each chute.
- ★ **GOLD NUGGET,** sensational Twin Multiple, 4-coin play console.
- ★ **WILD BELL,** new "wild" symbol, single coin, 2 chute console.

Any combination of 5c-10c-25c chutes available for each machine
Order from your Keeney Distributor NOW!

J. H. Keeney & CO., INC.
"THE HOUSE THAT JACK BUILT"
2600 WEST FIFTIETH STREET, CHICAGO 32, ILLINOIS

NEW GAMES

MAGIC	ONE-TWO-THREE
TEMPTATION	SERENADE
ROUND UP	SARATOGA

CITATION (1-BALL FREE PLAY)
LEXINGTON (1-BALL PAYOUT)

MILLS SLOTS

Rebuilt—Refinished—Club Handles

5¢ Blue Frt.	$85.00	5¢ Brwn.Frt.	$85.00
10¢ Blue Frt.	90.00	10¢ Brwn.Frt.	100.00
25¢ Blue Frt.	95.00	25¢ Brwn.Frt.	105.00
5¢ Extra Bell (Brand New Cab.)	135.00		
10¢ Extra Bell (Brand New Cab.)	140.00		
25¢ Extra Bell (Brand New Cab.)	145.00		

GUARANTEED 100% PERFECT!

Maurie and Eddie Ginsburg
and Associates
Wish you
A Merry Christmas
and a
Happy New Year

SEE US AT THE SHOW . . . **BOOTH 76**

SHOOTING STARS
5-BALL FREE PLAY
$50.00
Fast, Flashing, Exciting Action! High Score! Disappearing Skill Hole! Simple Mechanism. Proven Money Maker! *In Original Cartons!*

CMI MEMBER

Terms: ½ Dep., Balance C. O. D.

5c-10c-25c WIRELESS
BAR-O-MATICS
(WB-1Z), $32.50
Completely reconditioned. All worn parts replaced. *GUARANTEED PERFECT!*

All used equipment completely reconditioned and refinished
GUARANTEED TO BE PERFECT!

HOME OF PERSONAL SERVICE

Atlas NOVELTY COMPANY
2200 N. WESTERN AVE. · PHONE ARmitage 6-5005 · CHICAGO 47
Division of ATLAS MUSIC CO.

Assoc. Offices:
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BUDDY

Like New — In Original Cartons

1¢ or 5¢ play, cigarette reel, in modern design. All metal cabinet.

HAS THE FAMOUS COIN-DIVIDER.

All coins played are seperated into 2 individually locked cash boxes, one for location owner, the other for operator.

Each . . . $17.50
$14.50 Ea. in Lots of 10.

WE REPAIR ALL TYPES OF COIN MACHINES

⅓ dep. with order, bal. C.O.D. F.O.B. Chicago.

COIN-OPERATED 1¢ or 5¢ AMERICAN EAGLES OR MARVELS

Free Play Token Payout

Cigarette Token Payout
Factory Reconditioned
$20.50 Ea. (Coin)

Government Tax Free Non-Coin American Eagles or Marvels. No coin chute, no cash box. Attendant permits play by unlocking handle with special key. Total plays easily seen on visibility register.

$27.50 Ea.
NON-COIN

WRITE FOR FREE NEW CATALOG!
WE BUY USED SLOTS AND COUNTER MACHINES—WRITE US!

COLUMBIA DOUBLE JACKPOT BELL

Factory reconditioned like new

SPECIAL
$85.00 EA.

Changeable right on location in a few moments' time to 1-5-10-25¢ play. Cabinet rebaked to give new machine appearance.

Size: 18¾" high, 14½" wide, 12" deep, 50 lb. wt.

FOR NEW COLUMBIAS WRITE FOR PRICES

POST-WAR CHALLENGERS

(Rebuilt)

A NATURAL BECAUSE IT CHALLENGES THE SKILL OF THE PLAYER.

More dollars for you.
$22.50 Each.

We repair all types of coin machines.

King of Counter Games — Abco Novelty Co. — King of Counter Games

2009 W. IOWA ST.
PHONE EVERGLADE 4-3823
CHICAGO, ILL.

To our many friends

A VERY

Merry Christmas

AND A

Happy New Year

TRIMOUNT

CMI MEMBER — Member National Coin Machine Distributors' Assoc.

40 WALTHAM STREET
BOSTON 18, MASS
Tel. Liberty 2-9480

IT'S FULL OF COLOR AND LOADED WITH INCENTIVE

IT'S THE NEWEST IN COIN MACHINES!

SEE BOOTHS 9 AND 10 AT THE C. M. I. SHOW

JANUARY 17-18-19

O. D. JENNINGS & CO., CHICAGO, ILL.

WANT EXPERIENCED MECHANIC FOR ONE-BALLS AND SLOTS

In replying give age, marital standing, education, present and past employers, exact territories and length of times covered, etc. Write freely and frankly. This is a high-grade position for a high-grade man. Your letter will be kept in strict confidence.

BOX NO. 237

c/o The Billboard
155 N. Clark St., Chicago

1949

will bring

3

new Mills Bells

Bell-O-Matic Corporation

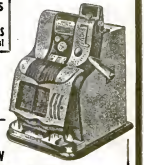
4100 Fullerton Ave., Chicago 39, Ill.

Oscar Schultz and Irving Ovitz Wish All Th Friends in the Coin Machine Industry

A Merry Christmas and a Happy, Prosperous New Year

Exclusive Authorized Distributor for Mills Bell Products

Now Delivering Brand New MILLS
JEWEL BELL ● MELON BELL
BLACK GOLD HANDLOAD ● BONUS BELLS
Orders for New Machines and Parts Shipped in 24 Hours!



GUARANTEED SLOTS

Reconditioned—Refinished—Repainted

Mills 10¢ Black Cherry Bell, Post-War, 2/5	$139.50 EA.
Mills Golden Falls, Handload, Post-War, 2/5, 10¢	$149.50 EA.
Mills 10¢ Gold Chrome, 2/5 or 3/5	$109.50
Jennings Chief, 5¢ or 10¢	$59.50
Mills Jumbo, Payout..	$65.00
Mills 3-Bells	$169.50
BRAND NEW MILLS VEST POCKET	$65.00

NOW
FOR THE FIRST TIME!
BRAND NEW 25¢ MILLS
Q.T. $142.50

BRAND NEW 5¢ MILLS Q.T. $115.00

Bally Victory Derby, 1-Ball P.O., Automatic Shuffleboard	$129.50
Bally Victory Special, 1-Ball F.P., Automatic Shuffleboard	$129.50

MISCELLANEOUS GUARANTEED RECONDITIONED EQUIPMENT

Bally Red-Button Draw Bell	$245.00	A.B.T. Challengers	$ 24.50
Unaedo Pak Cig. Vendors, like new	129.50	Mills Post-War 3-Bells	239.50
Seeburg Casino Phono	139.50	Keeney Twin Super Bell, 5¢-25¢ ..	495.00
Evans Bangtails, J.P. Model	149.50	Mills 4 Bells	119.50

Terms: 1/3 Dep., Bal. C. O. D.

WRITE FOR COMPLETE LIST: GAMES, PHONOGRAPHS, PARTS, ETC.

AUTOMATIC COIN MACHINES & SUPPLY CO.

TELEPHONE: CApitol 7-8244

4135-43 ARMITAGE AVENUE • CHICAGO 39, ILLINOIS

MAGIC
by EXHIBIT
SEE OUR EXHIBIT at the Coin Machine Show
MAGIC
EXHIBIT GAMES ARE ALWAYS LOCATION TESTED
CMI

SKILL *plus* **NOVELTY** *plus* **MILLION'S SCORE**

It's EXTRA

It's **EXTRA** *plus*

It's **EXTRA** *plus plus*

also - 6 WAYS to WIN REPLAYS

NOW! at all "EXHIBIT" DISTRIBUTORS

EXHIBIT SUPPLY COMPANY (ESTABLISHED 1901)

4218-4230 W. LAKE STREET • CHICAGO 24, ILL.

ONE-BALLS! ONE-BALLS! ONE-BALLS!

GOLD CUPS	$299.50
SPECIAL ENTRYS	159.50
DAILY RACES	99.50
BIG PARLAY	99.50
VICTORY SPECIAL	99.50
FAVORITE	129.50

These Games Are in Excellent Shape and Ready for Location! Get Your Order in Today!

A REAL BUY!
25c EVANS RACES - $475.00

Terms:
1/3 Deposit,
Balance
Sight Draft

Write for New List of All Machines

CMI MEMBER

"The House that Confidence Built"

SOUTHERN AUTOMATIC
MUSIC COMPANY, INC.

SEEBURG DISTRIBUTORS IN
CINCINNATI • DAYTON • FT. WAYNE
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1329 Calhoun St., Ft. Wayne 2, Ind.
228 W. 7th St., Cincinnati 2, Ohio
603 Linden Ave., Dayton 3, Ohio
325 N. Illinois St., Indianapolis 4, Ind.

NOW DELIVERING NEW GAMES OF ALL LEADING MANUFACTURERS

BADGER'S *Bargains*

"Often a few dollars less—Seldom a penny more"

LOS ANGELES see Bill Happel
MILWAUKEE see Carl Happel

"SPECIAL" RECONDITIONED LIKE NEW "SPECIAL"

BALLY BOWLERS	$275.00	ALLITE STRIKES AND SPARES	$275.00
GENCO BING-A-ROLLS	169.50	BALLY HI ROLLS	149.50

GUARANTEED RECONDITIONED CONSOLES

KEENEY BONUS 3-WAY, 5-5-5	$950.00	KEENEY BONUS 1-WAY, 5¢	$249.50
KEENEY BONUS 3-WAY, 5-10-25	695.00	KEENEY BONUS 2-WAY, 5-25	495.00
BALLY TRIPLE BELLS, 5-10-25	495.00	KEENEY BONUS 3-WAY, 5-5	498.00
BALLY TRIPLE BELLS, 5-5-25	498.00	KEENEY GOLD NUGGET	499.00
MILLS 1941 THREE BELLS	188.50	BALLY DRAW BELLS (R. B.)	219.50
JENNINGS CHALLENGER, 5-25¢	985.00	BALLY DRAW BELLS (M. B.)	195.00
KEENEY TWINS, 5-25, F.P., P.O.	99.50	MILLS JUMBO, LATE F.P., P.O.	49.50
KEENEY SINGLE SUPER, F.P., P.O.	59.50	MILLS JUMBO, LATE P.O.	89.50
MILLS JUMBO, LATE F.P.	89.50	1946 BUCKLEY TRACK ODDS	395.00
BALLY WILD LEMON	925.00	BALLY HI HANDS	89.50
EVANS BANGTAILS	949.50	BALLY CLUB BELLS, F.P., P.O.	49.50

GUARANTEED RECONDITIONED PHONOGRAPHS

WURLITZER MODEL 1015	WRITE	SEEBURG MODEL 1-47-M	$478.00
WURLITZER MODEL 1080	WRITE	SEEBURG MODEL 1-46-M	378.00
WURLITZER MODEL 1100	WRITE	ROCK-OLA MODEL 1429 (1947)	999.00
A.M.I. 1949 MODEL A	550.00	ROCK-OLA MODEL 1422 (1948)	298.00
1948 SEEBURG MODEL 946	295.00	1948 ROCK-OLA PLAYMASTER	985.00
PACKARD MODEL 400	148.50	1940 ROCK-OLA PLAYMASTER	148.50

RECONDITIONED SLOTS AND STANDS

MILLS BLACK CHERRY, ORIG. 5¢	$139.50	NEW MILLS JEWEL BELL	WRITE
MILLS BLACK CHERRY, ORIG. 10¢	148.50	NEW MILLS BLACK CHERRY	WRITE
MILLS BLACK CHERRY, ORIG. 25¢	159.50	NEW MILLS GOLDEN FALLS	WRITE
MILLS BLACK CHERRY, ORIG. 50¢	945.00	MILLS BLUE FRONTS (Refin.), 5¢	$ 89.50
MILLS GOLDEN FALLS, 50¢	945.00	MILLS BLUE FRONTS (Refin.), 10¢	99.80
PACE 1947 CHROME, $1.00	850.00	MILLS BLUE FRONTS (Refin.), 25¢	124.80
COLUMBIA TWIN JACK POT	99.50	MILLS BLUE FRONTS (Refin.), 50¢	149.50
SINGLE WEIGHTED STANDS	27.50	DOUBLE REVOLV-A-ROUND SAFE	148.90

BRAND NEW — IN ORIGINAL CRATES

DISTRIBUTORS, WRITE FOR PRICES

BALLY BOWLERS	WRITE	DAVAL SKILL THRILL	WRITE
BALLY HEAVY HITTER	WRITE	BALLY BIG INNING	WRITE
BALLY DOUBLE UP	WRITE	BALLY TRIPLE BELL	WRITE
BALLY RESERVE BELL	WRITE	STRIKES & SPARES	WRITE
NEW BALLY CITATION	WRITE	KEENEY FAVORITE, F.P., P.O.	WRITE
NEW 1948 GALLOPING DOMINOES	WRITE	NEW 1948 BANGTAILS	WRITE

TERMS: ½ DEPOSIT WITH ORDER, BALANCE C. O. D. OR SIGHT DRAFT

Badger Sales Co., Inc.
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Badger Novelty Co.
2546 NORTH 30TH STREET
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GIVE TO THE DAMON RUNYON CANCER FUND

HORSE-TRADING TAKES *Experience!*

IT WOULDN'T be smart to have your barber buy and sell horses for you—he doesn't have the experience, the know-how for picking winners and the sixth sense that tells him when it's time to trade. And when you deal with anyone but the man who belongs to the NATIONAL COIN MACHINE DISTRIBUTORS' ASSOCIATION, you're not taking advantage of his broad experience and wide contacts in the coin machine field—the background that enables him to help you make your business pay.

When a game is "played out"—when it no longer has steady player appeal—it pays to call on the man who belongs to the NATIONAL COIN MACHINE DISTRIBUTORS' ASSOCIATION. He'll give you the best trade, because he has the know-how plus the organization for handling your trades. When you buy and sell all of your machines through your NCMDA* Distributor, you do all of your business under one roof—a real advantage which simplifies your transactions, gives you quick action on your trades and immediate service on your new machines.

See the man who belongs to NCMDA*—you'll get the best trades today.

*NATIONAL COIN MACHINE DISTRIBUTORS' ASSN.

130 NORTH WELLS STREET ● SUITE 1301 ● CHICAGO 6, ILLINOIS

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BANNER SPECIALTY CO.
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The *BEST* Christmas Gift For Your Locations—

Williams

El-Paso

See It—Buy It at Your Distributor TODAY!

❦ Season's Greetings ❦

Williams

MANUFACTURING COMPANY

161 W. Huron Street Chicago 10, Ill.

SHAFFER'S SPECIALS IN USED PHONOGRAPHS

Reconditioned—Ready for Location

SEEBURG R.C. LOTONES	$219.50
SEEBURG R.C. HITONES	219.50
SEEBURG ENVOY-R.C.	169.50
SEEBURG CADET-E.S.	149.50
SEEBURG MAESTRO-E.S	149.50
SEEBURG GEM	119.50
ROCK-OLA '40 MASTER	99.50
ROCK-OLA '39 DELUXE	89.50
WURLITZER 500	89.50
SEEBURG (W1-L56) 5c Wireless Wall-o-Matics	$45.00
SEEBURG WB-1Z (5-10-25c) Wireless Bar-o-Matics	24.50
SEEBURG WS-2Z (5c) Wireless Wall-o-Matics w/metal covers	28.50
SEEBURG WS-2Z (5c) Wireless Wall-o-Matics w/plastic covers	24.50
SEEBURG DS-20-1Z Three-Wire Select-o-Matics	22.50
ROCK-OLA Dial-a-Tune Boxes	3.00
BUCKLEY Boxes	3.00

THIS WEEK'S SPECIAL

1—International Mutoscope Deluxe Voice-o-Graph (Deluxe Cabinet type coin-operated voice recorder). Excellent condition, ready for location. F. O. B. Columbus, Ohio.

$399.50

TERMS: 1/3 CERTIFIED DEPOSIT, BALANCE C. O. D.
SHIPMENTS F. O. B. COLUMBUS, OHIO

EXCLUSIVE SEEBURG DISTRIBUTORS

Also Distributors for All Other Leading Coin Machine Manufacturers

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SEATTLE, WASH.
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OPERATORS 50-50 DEAL

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LIQUIDATION $225,000.00 VALUATION

by order of
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5732 DUARTE STREET, LOS ANGELES, CALIF.

MANUFACTURERS OF COIN OPERATED BOWLING MACHINES

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GUARDIAN ELECTRIC RELAYS AND CONTACT SWITCHES

2000 Guardian Elec. Relays and Contact Switches
4000 Gudeman Condensers

TRANSFORMERS

600 6-21-32 Volt Transformers
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3750 Mini Lite Floodlights
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8000 1½-2-5-7-10-20 Amp. Cartridge Fuses
1800 W5-W6-W10 Buss Clear Window Fuses
35,000 Westinghouse and GE 6-8-28 V. Bulbs
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COUPLINGS

2000 Lovejoy Universal Couplings. ⅝" ID
1250 Meleor 10A-250 V. Female Plugs

COIN CHUTES AND ADAPTORS

1200 5¢ & 10¢ A.B.T. Coin Chutes
1200 Coin Chute Adaptors
1000 Glicon Cleat Receptacles

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54,000 Ft. ⅝" Alum. Moulding, 9 & 12 Lengths
9,000 Ft. ¾x⅜" Solid Alum. Moulding
2,000 Ft. ¾" Alum. Moulding, 12" Lengths
2200 Kuika 1104 Terminal Blocks
6000 Bowling Pins, 8½"
1200 Bowling Balls

CABINET LOCKS

2500 Bell Cabinet Locks
3250 3/16 IDx½D Neopren Hose
1500 Lbs. Micarta Sheets
250 Prs. Stanley 3" Butts
90 Prs. Stanley 4" Butts
300 Prs. Stanley 2" Butts

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40,000 Jones Sockets and Plugs
2500 6½x8¾ Canvas Coin Bags
10,000 5x9½ Canvas Bags

WIRE

6500 Ft. #2 Plastic Tubing
250,000 Ft. Belden #20 Aircraft Power & Light Cable
380,000 Ft. #22 Plastic Tracer Wire
710 Lbs. Phelps Dodge and Essex #27 Heavy Formvar Wire
170 Lbs. Roebling .032 Annealed Copper Wire (Spools)

$22,500 worth of Wood Screws, Machine Screws, Bolts, Nuts and Lockwashers.
29 completed 1948 Allite Automatic Bowling Games—purchasers of these Bowling Games will be given additional parts free of charge to take care of service requirements.

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Liquidator will fill orders for parts for not less than $100 per order.
Send orders addressed to liquidator and check to cover 25% of order.
Orders will be sent C. O. D. No orders will be accepted after Jan. 10, 1949.

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Ideal for small locations!

HAS EVERY PLAYING DETAIL
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- TWO MANUAL SCORING RACKS ARE BUILT INTO THE ARMS WITHIN EASY REACH OF PLAYERS.
- 10c COIN OPERATED WITH MEASURED PLAYING TIME (4 to 10 MINUTES).
- PLAY STOPPED AUTOMATICALLY AT END OF MEASURED TIME BY ELECTRICALLY CONTROLLED PINS IN BACKRACK.
- REBOUND IS 1" THICK, SOLID PURE GUM RUBBER.

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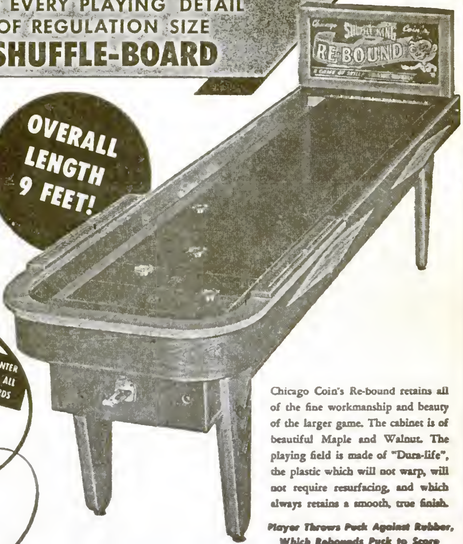

Chicago Coin's Re-bound retains all of the fine workmanship and beauty of the larger game. The cabinet is of beautiful Maple and Walnut. The playing field is made of "Dura-life", the plastic which will not warp, will not require resurfacing, and which always retains a smooth, true finish.

Player Throws Puck Against Rubber, Which Rebounds Puck to Score in Front of Player.

Chicago Coin's SHUFFLE-KING

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MAKE AN OPERATOR'S PIECE OUT OF ANY SHUFFLE BOARD!

FITS THE CENTER OF ANY AND ALL SHUFFLE BOARDS

SCORE VISIBLE FROM EITHER END, IN LIGHTS!
PUSH BUTTON SCORING AT BOTH ENDS!
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"GAME OVER" PROMINENTLY VISIBLE!
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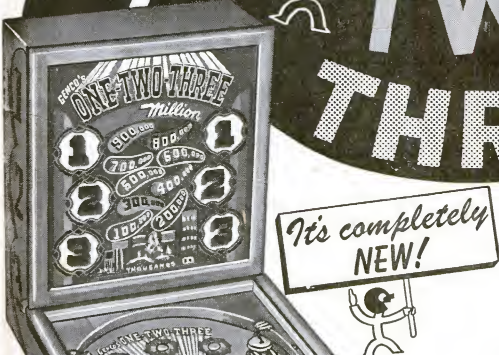

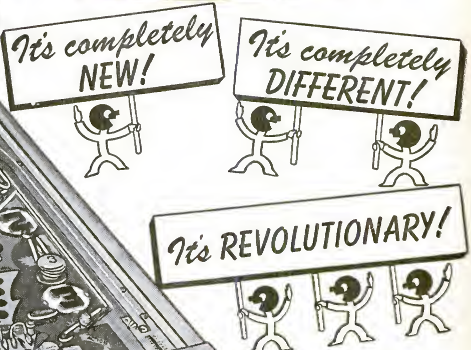
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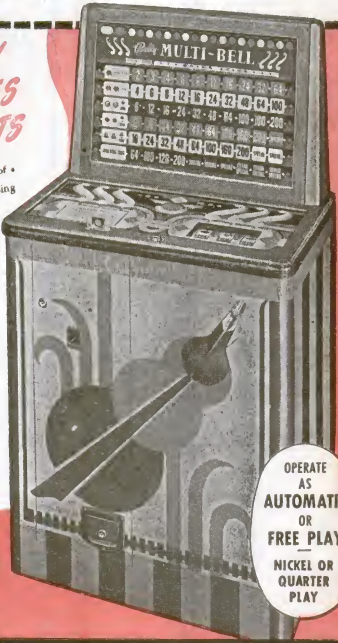

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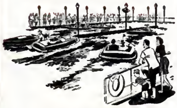

WATER SCOOTER

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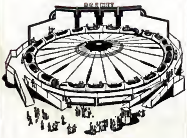

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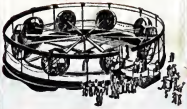

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